

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of

Rules and Policies Concerning
Multiple Ownership of Radio Broadcast
Stations in Local Markets

Definition of Radio Markets

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MM Docket No. 01-317
MM Docket No. 01-244

To: The Commission

COMMENTS OF JEFFERSON-PILOT COMMUNICATIONS COMPANY

Mark J. Prak

March 27, 2002

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Jefferson-Pilot Communications Company (“JPCC”), directly and through various subsidiaries, is the licensee of seventeen radio stations located throughout the United States.¹ JPCC, by its attorneys, hereby submits the following comments in connection with the Notice of Proposed Rulemaking and the Further Notice of Proposed Rulemaking released on November 9, 2001 in the above-captioned dockets.² JPCC’s comments are directed to what it believes is a significant and indefensible oversight in the regulations adopted by the Commission to implement Section 202(b) of the Telecommunications Act of 1996.³

Introduction

In adopting Section 202(b) of the Telecommunications Act of 1996, Congress directed the Commission (1) to eliminate the national limit on the number of stations that could be owned by a single person or group *and* (2) to implement new local market radio ownership rules which would substantially relax the existing rules, but be subject to the following clear and definitive limits:

“(A) in a radio market with 45 or more commercial radio stations, a party may own, operate, or control up to 8 commercial radio stations, not more than 5 of which are in the same service (AM or FM);

(B) in a radio market with between 30 and 44 (inclusive) commercial radio stations, a party may own, operate, or control up to 7 commercial radio stations, not more than 4 of which are in the same service (AM or FM);

(C) in a radio market with between 15 and 29 (inclusive) commercial radio stations, a party may own, operate, or control up to 6 commercial radio stations, not more than 4 of which are in the same

¹ JPCC operates the following 17 stations all of which are located in communities serving the top 50 markets: Atlanta: WQXI(AM), WSTR(FM); Charlotte: WBT(AM), WBT-FM, WLNK(FM); Denver: KKFN(AM), KCKK(AM), KYGO(FM), KQKS(FM), KJCD(FM); Miami: WAXY(AM), WLYF(FM), WMXJ(FM); and San Diego: KSON(AM), KIFM(FM), KSON(FM), KBZT(FM).

² 66 Fed. Reg. 63986 (December 11, 2001).

³ Public L. No. 104-104, 110 Stat. 110.

service (AM or FM); and

(D) in a radio market with 14 or fewer commercial radio stations, a party may own, operate, or control up to 5 commercial radio stations, not more than 3 of which are in the same service (AM or FM), except that a party may not own, operate, or control more than 50 percent of the stations in such market.”

1996 Act, §202(b)
110 Stat. at 110-111

The statute provides specific limits, through the use of a sliding scale, on the number of stations a party may own in a local radio market. The obvious intent and purpose of the statutory text is to limit the number of stations a single person or group may own based on the number of stations present and competing “in” the market to preclude one organization from achieving market dominance and promote competition through diversity of ownership. In implementing the statute, however, the Commission elected, without apparent consideration of the issue, not to count stations licensed by foreign countries no matter how many of such stations are competing in a U.S. radio market and regardless of their competitive impact on an otherwise limited market.⁴ The effect of the Commission’s exclusion of foreign stations from the ownership calculus, is to create an anomalous and absurd result which permits the very market dominance Congress sought to preclude in establishing a bright-line, black-letter ownership cap for local radio markets.⁵

⁴ Implementation of Section 202(a) and 202(b) of the Telecommunications Act of 1996 (Broadcast Radio Ownership), Order, 11 FCC Rcd 12368 (1996).

⁵ It is a well-settled principle of statutory construction that a statute is to be construed to give effect to its objective and purpose and to avoid an absurd or unachievable result. See, e.g., Uniform Statute and Rule Construction Act (1995), § 18, p. 22. The “when is a radio station not a radio station” interpretive rule adopted by the Commission yields an absurd result that is inconsistent with the plain meaning of the statutory text. It also violates the “Mischief Rule” of construction first articulated in 1584. Under this rule, the construer of a statute first identifies the mischief or deficiency sought to be cured by the legislative body and then adopts the construction that will suppress the mischief and advance the remedy. Heydon's Case, 3 Co. 7a, 76 Eng. Rep. 637 (Exchequer 1584). In short, the Commission ought to take the opportunity presented by this rulemaking proceeding to undo the “mischief” it inadvertently made in its prior order implementing Section 202(b).

The “loophole” created by the Commission’s decision has resulted in a serious competitive imbalance in the San Diego radio market and has the potential to create similar imbalances in other border markets. JPCC offers these comments in order to request that the Commission re-evaluate its decision not to count foreign stations and plug this “loophole” to ensure that border markets are governed by local market ownership rules that permit all competitors to compete subject to the local ownership caps established by Congress.

I. The Market Definition Rules Adopted By The Commission Permit A Multi-Station Owner To Make An “End-Run” Around Section 202(b) of the Telecommunications Act And Achieve Unintended Market Dominance.

To JPCC’s knowledge, the clearest instance of the foreign station problem is in San Diego where Clear Channel Communications has, through the use of contracts styled variously as local marketing agreements, joint sales agreements and the like, been able to acquire ownership and/or operational control of twelve (12) radio stations. Moreover, it is rumored that Clear Channel may be about to take control of three additional Mexican-licensed San Diego market stations, which would bring the total numbers of “controlled” stations to fifteen (15).⁶ Clear Channel’s practices have, in recent weeks, been brought to the attention of the Commission, the Department of Justice and Congress.⁷

⁶ See, e.g., SDRadio.net, “Media bytes: Wednesday, Nov. 28, 2001,” <http://sdradio.net/bytes/nov262001.html> (visited January 31, 2002) (“The rumors have been flying for over a year now about XHTZ, XHCR, XLTN being sold to the Clear Channel Empire!”).

⁷ See, e.g., Letter dated January 22, 2002 from the Honorable Howard L. Berman to Attorney General John Ashcroft and FCC Chairman Michael K. Powell (seeking DOJ and FCC investigations of, among other things, ownership issues regarding Clear Channel); Matthews, “Is Clear Channel Secretly Running Stations It Doesn’t Own?” Wall Street Journal, March 7, 2002, p. B4; Draezen and Matthews, “U.S. Begins Review of Ownership Rules for Radio Industry” Wall Street Journal, January 31, 2002, p. B4; Hatch “FCC, Justice asked to probe Clear Channel,” Electronic Media, January 28, 2002, p. 1; “Congressman Calls for Clear Channel Investigation,” Inside Radio, January 24, 2002, p. 1.

A. The San Diego Market

San Diego is the seventeenth largest radio market in the United States.⁸ Since San Diego is located only 15 miles from the border of the United States with Mexico, numerous Mexican stations can be received in San Diego and many such stations direct their programming and advertising sales to the San Diego market. There are, according to BIA, 44 stations operating in the market—28 FM's and 16 AM's.⁹ Thus, one might expect that, pursuant to Section 202(b)(1)(B) of the Act, a single entity could own up to 7 commercial radio stations in a market with 44 stations. Given Congress' sliding scale cap for local radio ownership this would result in a situation where a single entity could own roughly 16% of the stations in a local market of this size. However, the Commission does not rely on BIA's assessment of the number of stations in a market. Nor does it presently rely on Arbitron or some other measure used in the commercial marketplace to determine the number of stations in a market. Instead, the Commission employs a contour-overlap method to derive an individual market for each station (and any proposed acquisition).¹⁰

The Commission recognized in its 1998 Biennial Review proceeding that the effect of the current rule is to inflate the number of stations considered to be in local markets thus

“achieving results that frustrate the Congress' intent and that, together with its method of counting stations in a market for various purposes, might be undermining legitimate expectations of broadcasters, advertisers and the public as to the size of the market and number of stations in it.”¹¹

⁸ BIA Financial Network, Investing in Radio 2002, 1st Edition, San Diego Market Overview, copy of relevant excerpts attached as Exhibit 1. See Ex. 1, p. 1.

⁹ Id.

¹⁰ 47 CFR § 73.3555(a)(3) (2001).

¹¹ 1998 Biennial Regulatory Review - Review of the Commission's Broadcast Ownership Rules and other
(continued...)

In response to these concerns the Commission instituted the present rulemaking proceeding. The real world impact of the contour-overlap method of computing the number of stations in a local market is, at the margin, to increase the cap. Thus, in San Diego, the market is generally considered as large enough for the “more than 45 station” limit of 8 stations to apply.

The FCC’s ownership and attribution rules notwithstanding, it is JPCC’s understanding that Clear Channel currently owns, manages or otherwise controls *twelve* (12) stations in the San Diego radio market. These stations are as follows:

| <u>Call Sign</u> | <u>City of License</u> | <u>Frequency</u> | <u>Format</u> | <u>Operating Power</u> | <u>Audience Share (12+)</u> | <u>Revenue Share (in 000's)</u> |
|-----------------------|------------------------|------------------|-------------------|------------------------|-----------------------------|---------------------------------|
| XTRA-FM ¹² | Tijuana | 91.1 MHz | Alternative | 100kw | 4.1 | \$6,500 |
| XHRM-FM ¹³ | Tijuana | 92.5 MHz | Urban Oldies | 100kw | 3.4 | \$4,200 |
| KHTS-FM | El Cajon | 93.3 MHz | Current Hit Radio | 50kw | 5.6 | \$5,100 |
| KJQY-FM | San Diego | 94.1 MHz | Soft AC | 10kw | 1.5 | \$3,600 |
| KMSX-FM | Carlsbad | 95.7 MHz | 80's | 29kw | 2.7 | \$4,500 |
| KGB-FM | San Diego | 101.5 MHz | Classic Rock | 50kw | 3.5 | \$7,000 |
| KGBB-FM ¹⁴ | Temecula | 103.3 MHz | Classic Rock | 1.3kw - CP | -0- | -0- |
| KIOZ-FM | San Diego | 105.3 MHz | Alternative Rock | 29kw | 4.2 | \$8,000 |
| KOGO-AM | San Diego | 600 MHz | News/Talk/Sports | 5kw-D 5kw-n | 6.1 | \$12,000 |
| XTRA-AM | Tijuana | 690 MHz | Sports/Talk | 50kw-D50kw-n | .6 | \$6,000 |
| KSDO-AM ¹⁵ | San Diego | 1130 MHz | News/Talk | 10kw-D 10kw-n | .6 | \$1,300 |
| KPOP-AM | San Diego | 1360 MHz | Oldies | 5kw-D 1kw-n | <u>2.0</u> | <u>\$2,500</u> |
| | | | | | 35.3 | \$60,700 |

Source: BIA, Investing in Radio2002, 1st Ed., San Diego Market Competitive Overview (2002), Ex. 1, pp. 2-3.

The foregoing data demonstrate that Clear Channel’s 12 stations had an audience share of

¹¹(...continued)

Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, Biennial Review Report, 15 FCC Rcd. 11058, 11093-94 (¶¶ 65-68) (2000).

¹² Controlled through contractual agreement with Extra Detmold.

¹³ Controlled through contractual agreement with BiNational Broadcasting.

¹⁴ Station signed on the air in December 2001.

¹⁵ Controlled through contractual agreement with Chase Radio Partners.

35.3% and a revenue share of 40% in 2001.¹⁶ Moreover, in certain demographics, such as adults 18-34, Clear Channel's audience share is much higher, reaching the 45% level while controlling seven of the top nine ranked stations.¹⁷

In the past several months, Clear Channel employees have been quoted as advising advertisers and others in the market that the company is planning to acquire ownership or some form of operating control of three (3) additional Mexican radio stations in the San Diego market. The trade press has reported this development as well.¹⁸ The foreign stations rumored to be acquired by Clear Channel are as follows:

| <u>Call Sign</u> | <u>City of License</u> | <u>Frequency</u> | <u>Format</u> | <u>Operating Power</u> | <u>Audience Share (12+)</u> | <u>Revenue Share (in 000's)</u> |
|------------------|------------------------|------------------|---------------|------------------------|-----------------------------|---------------------------------|
| XHTZ-FM | Tijuana | 90.3 MHz | Hits | 93kw | 4.3 | \$6,000 |
| XHCR-FM | Tijuana | 99.3 MHz | Country | 25kw | 1.5 | \$1,300 |
| XLTN-FM | Tijuana | 104.5 MHz | Latin | 57kw | 1.7 | \$1,100 |
| | | | | | 7.5 | \$8,400 |

Source: BIA, Investing in Radio 2002, 1st Ed., San Diego Market Competitive Overview (2002), Ex. 1, pp. 2-3.

JPCC understands that these three Mexican stations are owned by Victor and Martha Diaz through their company, California Broadcast. Were Clear Channel to own or control the California stations, it would control fifteen (15) stations with an audience share of 42.8%, and revenue share of 45%.¹⁹ Most significantly, from a competitive standpoint, Clear Channel would have virtual lock on the top ranked stations in major demographic categories. It would control 45.7% of the audience

¹⁶ BIA Financial Network, Investing in Radio 2002, 1st Edition, San Diego Market Overview. See Ex. 1, p. 1.

¹⁷ The Arbitron Company, Arbitrends Trends Report, Dec-Jan-Feb 2002, Persons 18-34, San Diego Metro. March 26, 2002. A copy of relevant excerpts are attached as Exhibit 2. See Ex. 2, pp. 1-5.

¹⁸ SD Radio, January 21, 2002, <http://sdradio.net/bytes/nov262001.html> (visited 1/31/2002).

¹⁹ BIA Financial Network, Investing in Radio 2002, 1st Edition, San Diego Market Overview. See Ex. 1, pp. 1-3.

in the adults 18-34 demo with eight out of the top nine stations.²⁰ In the 25-54 demo Clear Channel would have 38.5% of the audience and ten of the top sixteen stations.²¹

For Clear Channel to control twelve (12), let alone fifteen (15), radio stations in the San Diego market plainly constitutes an “end run” around the ownership limits Congress established in Section 202(b) of the Act and renders meaningless the Congressional cap on local station ownership (and the Commission’s attribution rules). Accordingly, JPCC believes that the Commission must remedy the situation by modifying Section 73.3555 of the rules to more faithfully reflect the intent of Congress in adopting a local market ownership cap.

II. The Commission Should Revise Its Rule to Count Foreign Stations If Such Stations Place A Signal Into A U.S. Radio Market And Direct Programming and Sales Efforts To That Market.

The solution to the regulatory problem JPCC has outlined is simple and straightforward. The commercial marketplace already reflects it. If a foreign station (1) places a signal into a United States radio market; (2) directs significant programming and sales efforts into the market; and (3) is recognized by a commercial audience measurement or market definition firm as being a competitor “in” the market, then such stations should be treated as “stations” under Section 202 (b) of the Telecommunications Act and Section 73.3555(a) of the FCC’s rules. BIA includes the Tijuana stations in its competitive overview of the San Diego radio market because such stations compete for listeners and advertisers in the market and because they are listed as “home” to the

²⁰ The Arbitron Company, Arbitrends Trends Report, Dec-Jan-Feb 2002, Persons 18-34, San Diego Market, March 26, 2002. See Ex. 2, pp. 1-5.

²¹ The Arbitron Company, Arbitrends Trends Report, Dec-Jan-Feb 2002, Persons 25-54, San Diego Metro, March 26, 2002. See Ex. 2, pp. 6-10.

market by Arbitron.²²

While JPCC is unaware of any other market situation so extreme, the current failure to count foreign stations means that the only limit a dominant market player would have in San Diego or any other border community is the number of foreign stations that can reach the market (or be licensed in Canada or Mexico). Obviously, the present situation is inconsistent with the manifest intent of Congress in formulating limits reasonably related to the number of stations in a market. Fortunately, the present oversight can be easily fixed with the simple and logical interpretation that the limit be applied to all stations which compete in and take revenue out of a market. JPCC's proposed remedy would be consistent with the Congressional intent of placing a finite cap on the number of stations any single party may control in a local market. It would be fair to competitors who have made investment decisions based on the understanding that there would be a consistent market cap. Finally, it would promote healthy competition in local radio markets as intended by Congress when it adopted § 202(b). When setting the maximum cap for the largest markets at eight (8) stations, Congress obviously could not have intended to permit a single owner to control twelve (12) or fifteen (15) stations in such markets.

Conclusion

The Commission should take this opportunity to address the unintended consequences of its decision not to count foreign radio stations for purposes of its local market radio ownership rules. Foreign radio stations must be counted where the station places a signal into a United States radio market, directs programming and advertising sales efforts into the market, and is recognized as competing in the market by a commercial audience measurement (e.g. Arbitron) or market definition

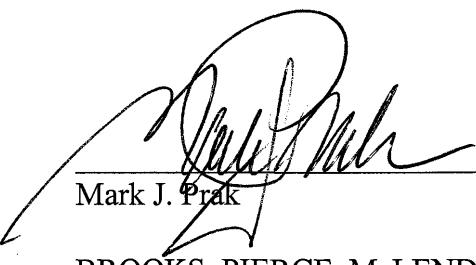
²² BIA Financial Network, Investing in Radio 2002, 1st Edition, San Diego Market Competitive Overview, Ex. 1, p. 1.
68727.5

firm (e.g. BIA). JPCC's proposed refinement of the rule will ensure that the Commission's rule is consistent with the statute and that regulatory anomalies do not yield real world results inconsistent with the intent of Congress.

Respectfully submitted,

**JEFFERSON-PILOT COMMUNICATIONS
COMPANY**

March 27, 2002



Mark J. Prak

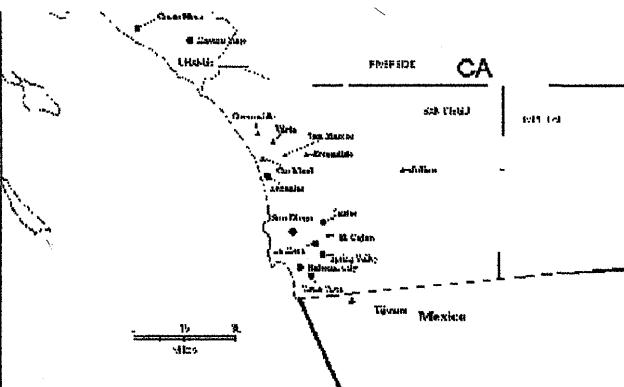
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Its Attorneys

Exhibit 1

Metro Rank: 17

Revenue Rank: 17



San Diego Market Overview



Metro Counties / Population (000)

| | |
|---------------|---------|
| San Diego, CA | 2,837.5 |
| 2,837.5 | |

Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES <small>AS IS</small> | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | ? 96 - 01 |
|--|-----------|--------------|--------------|-----------|-----------|-----------|---------------|
| | \$125,600 | \$129,100 | \$140,800 | \$156,900 | \$173,900 | \$153,000 | 4.0% |
| | 7.00 - 01 | 2002 | 2003 | 2004 | 2005 | 2006 | ? 01 - 06 |
| | -12.0% | \$158,300 | \$167,800 | \$178,700 | \$189,400 | \$201,700 | 5.7% |
| Revenue/Retail Sales | 1996 | 2001 | 2006 | | | | Est. Breakout |
| | NA1/ | \$4.10/1,000 | \$4.06/1,000 | | | | Local 75% |
| Revenue/Capita | | \$46.13 | \$53.92 | | | | National 25% |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1996 | 2001 | Growth Rate | 2001 | 2006 | Growth Rate |
|----------------|------------|------|--------------|----------|----------|-------------|
| | Households | NA1/ | Retail Sales | NA1/ | EBI 2/ | NA1/ |
| 2,722.7 | 2,837.5 | 0.8% | 2,837.5 | 3,041.1 | 3,041.1 | 1.4% |
| 940.1 | 987.0 | 1.0% | 987.0 | 1,056.2 | 1,056.2 | 1.4% |
| NA1/ | 37,324.5 | NA1/ | 37,324.5 | 49,706.9 | 49,706.9 | 5.9% |
| 39,777.1 | 54,337.7 | 6.4% | 54,337.7 | 67,559.0 | 67,559.0 | 4.5% |

Demographic Breakdown

| | Total | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|----------|------------|------------------|-------------|---------|----------------|-----------|
| Men (000) | 1,441.8 | 254.6 | 107.6 | 189.2 | 244.4 | 233.0 | 174.0 | 238.9 |
| Women (000) | 1,395.7 | 242.5 | 102.8 | 139.6 | 208.8 | 225.8 | 180.3 | 295.8 |
| Total | 2,837.5 | 497.1 | 210.5 | 328.9 | 453.3 | 458.8 | 354.3 | 534.6 |
| Percentage | 100.0% | 17.5% | 7.4% | 11.6% | 16.0% | 16.2% | 12.5% | 18.8% |
| Per Capita | \$ 19,150 | | | Median Household | \$ 44,292 | | Avg Household | \$ 55,053 |
| Ethnic Population: | White 81.0% | | Black 6.5% | | Asian 10.8% | | Hispanic 27.1% | |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6 | 19 | 3 | 20 | 28 | 16 | 44 |
| Tot 12+ | 2.5 | 49.3 | 11.8 | 61.7 | 63.6 | 16.2 | 79.8 |
| Avg 12+ | 0.4 | 2.6 | 3.9 | 3.1 | 2.3 | 1.0 | 1.8 |
| Tot LCS | 3.1 | 61.8 | 14.8 | 77.3 | 79.7 | 20.3 | 100.0 |
| Avg LCS | 0.5 | 3.3 | 4.9 | 3.9 | 2.8 | 1.3 | 2.3 |

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Market: San Diego

Competitive Overview

Metro Rank: 17

FM Stations

| Calls | City of License | FCC Class | Freq | Power (kW) | HAAT | C | Owner | Year Std | Date Acq'd | Sales Price (\$000) | L M A | Format | 2001 Est | | Avg '01 Local Comm | ARB 12+ Metro Shares (see rights) | | | | | | | | |
|-----------------|-----------------|-----------|-------|------------|------|------|---------------------|-----------------|------------|---------------------|----------|-------------|------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
| | | | | | | | | | | | | | Revenue (000) 1/ | Power Ratio | | Fall 2001 | Summer 2001 | Spring 2001 | Winter 2001 | Fall 2000 | Summer 2000 | Spring 2000 | Winter 2000 | |
| XHTZ | Tijuana | C | 90.3 | 93.1 | 456 | c | Diaz, Victor&Martha | 73 | | | 2 | CHR | 6,000 | **** | 5.7 | 4.3 | 5.0 | 4.6 | 4.3 | 4.8 | 5.4 | 5.4 | 4.1 | |
| XTRA | Tijuana | C | 91.1 | 100.0 | 804 | b | Clear Channel | 69 | 9905 | | g1 4 | Alternative | 6,500 | **** | 5.2 | 4.1 | 4.1 | 4.2 | 4.2 | 4.7 | 4.1 | 5.2 | 4.8 | |
| XGLX | Tijuana | B | 91.7 | 60.0 | 994 | | MVS Radio | 99 | | | | Spanish AC | 300 | | 0.2 | 0.0 | 0.4 | 0.0 | 0.0 | 0.4 | 0.5 | 0.4 | 0.0 | |
| KFSD | Escondido | A | 92.1 | 0.6 | 1024 | f | Astor Bcst Group | 66 | 8707 | | ***** c3 | Modern Rock | 2,300 | **** | 1.5 | 1.3 | 1.0 | 0.8 | 1.7 | 1.4 | 2.0 | 1.1 | 1.5 | |
| XHRM | Tijuana | C | 92.5 | 100.0 | 1844 | | BiNational Bcstg | 81 | | | 4 | Oldies | 4,200 | **** | 4.2 | 3.4 | 3.2 | 4.0 | 2.9 | 3.6 | 3.5 | 3.0 | 3.9 | |
| KHTS | El Cajon | B | 93.3 | 50.0 | cp | 482 | b | Clear Channel | 61 | 9905 | | g1 4 | Top 40 | 6,100 | **** | 6.0 | 5.6 | 5.1 | 5.0 | 4.9 | 4.6 | 5.2 | 4.9 | 4.9 |
| KMYI | San Diego | B | 94.1 | 10.0 | 617 | b | Clear Channel | 49 | 9905 | | g1 4 | Hot AC | 3,600 | **** | 2.4 | 1.5 | 1.3 | 2.0 | 2.4 | 2.1 | 2.5 | 2.3 | 2.5 | |
| KBZT | San Diego | B | 94.9 | 22.0 | 702 | d | Jefferson-Pilot | 60 | 9610 | | ***** | 80s Hits | 5,700 | **** | 2.9 | 2.1 | 2.8 | 2.0 | 2.4 | 2.4 | 2.4 | 1.9 | 2.7 | |
| KOCL | Carlsbad | B | 95.7 | 29.0 | 640 | b | Clear Channel | 65 | 9905 | | g1 4 | Oldies | 4,500 | **** | 4.6 | 2.7 | 3.6 | 3.9 | 4.4 | 3.2 | 3.3 | 3.0 | 3.3 | |
| KYXY | San Diego | B | 96.5 | 41.0 | 541 | g | Infinity Bcstg | 60 | 0008 | | g2 | Clsc Hits | 10,000 | **** | 5.9 | 5.6 | 5.1 | 4.4 | 4.7 | 5.2 | 4.6 | 4.5 | 5.9 | |
| KSON | San Diego | B | 97.3 | 7.4 | cp | 1074 | d | Jefferson-Pilot | 64 | 9612 | | ***** c2 | Country | 11,000 | **** | 5.3 | 4.0 | 5.0 | 4.3 | 4.0 | 4.1 | 4.2 | 4.3 | 4.3 |
| XTIM | Tijuana | A | 97.7 | 0.7 | 459 | | Sociedad Mexicana | 93 | | | 2 | Mexican | 200 | | 0.1 | 0.4 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | |
| KIFM | San Diego | B | 98.1 | 28.0 | 640 | d | Jefferson-Pilot | 60 | 9612 | | ***** | NAC/Jazz | 5,000 | **** | 5.2 | 4.2 | 4.1 | 4.5 | 4.4 | 4.0 | 3.9 | 4.6 | 4.8 | |
| XMOR | Tijuana | B | 98.9 | 50.0 | 233 | | Mayans, Mario | 93 | | | | Span/Rock | 600 | **** | 1.0 | 0.7 | 0.8 | 0.6 | 1.0 | 0.9 | 0.8 | 0.7 | 0.7 | |
| XHCR | Tijuana | B | 99.3 | 25.0 | 328 | c | Diaz, Victor&Martha | 75 | | | 2 | Country | 1,300 | **** | 1.6 | 1.5 | 1.2 | 1.4 | 1.2 | 1.4 | 2.0 | 1.9 | 1.8 | |
| XHTY | Tijuana | A | 99.7 | 2.0 | 200 | | Uni-Radio Corp | 0 | | | | Mexican | 750 | | 0.8 | 0.8 | 0.6 | 0.6 | 0.7 | 0.6 | 0.8 | 0.5 | 0.0 | |
| KLVJ | Julian | A | 100.1 | 0.0 | 2228 | | Educational Media | 91 | 9702 | | ***** | ChrsContemp | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| KFMB | San Diego | B | 100.7 | 30.0 | 620 | e | Midwest TV Inc | 59 | | | | Adult CHR | 13,550 | **** | 5.3 | 3.9 | 4.5 | 4.2 | 4.7 | 3.9 | 3.9 | 4.4 | 5.0 | |
| KGB | San Diego | B | 101.5 | 50.0 | 499 | b | Clear Channel | 56 | 9905 | | g1 4 | Clsc Rock | 7,000 | **** | 4.3 | 3.5 | 3.1 | 3.3 | 3.6 | 4.2 | 4.5 | 3.6 | 4.1 | |
| KXST | Encinitas | B | 102.1 | 14.5 | 817 | | Compass Radio | 62 | 9603 | | nc | AAA | 2,700 | **** | 2.1 | 1.6 | 2.0 | 1.6 | 1.4 | 2.0 | 2.5 | 2.1 | 1.1 | |
| KLQV | San Diego | B | 102.9 | 31.6 | 617 | i | Hispanic Bcstg Corp | 63 | 9808 | | ***** d3 | Span/BtfMs | 3,400 | **** | 1.9 | 1.5 | 1.3 | 1.9 | 1.9 | 1.1 | 1.4 | 1.7 | 1.2 | |
| KGBB | Temecula | A | 103.3 | 1.3 | cp | 715 | h | Clear Channel | 01 | 0103 | | ***** cp 1 | Clsc Rock | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KPLN | San Diego | B | 103.7 | 36.0 | 581 | g | Infinity Bcstg | 65 | 0008 | | g2 | Clsc Rock | 4,400 | **** | 2.6 | 2.0 | 2.2 | 2.3 | 2.0 | 2.2 | 2.2 | 2.1 | 1.9 | |
| XLTN | Tijuana | B | 104.5 | 57.3 | 351 | c | Diaz, Victor&Martha | 75 | | | 2 | Span/BtfMs | 1,100 | **** | 1.6 | 1.7 | 1.3 | 1.3 | 1.1 | 1.5 | 1.7 | 1.1 | 1.1 | |
| KIOZ | San Diego | B | 105.3 | 29.0 | 620 | b | Clear Channel | 54 | 9905 | | d1 4 | AOR | 8,000 | **** | 5.5 | 4.2 | 4.7 | 4.8 | 4.0 | 4.5 | 4.5 | 4.6 | 4.4 | |
| KLNV | San Diego | B | 106.5 | 50.0 | 440 | i | Hispanic Bcstg Corp | 60 | 9808 | | d3 | Mexican | 7,700 | **** | 4.3 | 3.0 | 3.0 | 4.2 | 3.6 | 3.4 | 3.4 | 4.0 | 3.3 | |
| KSYY | Fallbrook | A | 107.1 | 3.0 | 299 | | Big City Radio | 77 | 9606 | | g | Spanish AC | 300 | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| XHFG | Tijuana | B1 | 107.3 | 15.0 | 994 | j | Uni-Radio Corp | 80 | | | | Spanish AC | 350 | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| # FM Stations - | | | | | | 28 | # Combos - | | 19 | FM TOTALS | | | | 80.2 | 63.6 | 65.4 | 65.9 | 65.5 | 66.6 | 69.3 | 67.3 | 67.3 | | |

AM Stations

| Calls | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C | Owner | Year Std | Date Acq'd | Sales Price (\$000) | L M A | Format | 2001 Est | | Avg '01 Local Comm | ARB 12+ Metro Shares (see rights) | | | | | | | |
|-------|-----------------|-----------|------|----------------|------------------|---|---------------------|----------|------------|---------------------|-------|-------------|------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| | | | | | | | | | | | | | Revenue (000) 1/ | Power Ratio | | Fall 2001 | Summer 2001 | Spring 2001 | Winter 2001 | Fall 2000 | Summer 2000 | Spring 2000 | Winter 2000 |
| XBAC | Tijuana | B | 540 | 1.0 | 1.00 | | Mt Wilson FM Bcstrs | 97 | | | | Classical | 500 | | 0.3 | 0.5 | 0.3 | 0.6 | 0.0 | 0.0 | 0.0 | 0.5 | 1.1 |
| KOGO | San Diego | B | 600 | 5.0 | 5.00 | b | Clear Channel | 26 | 9905 | | g1 4 | Tlk/Nws/Spt | 12,000 | **** | 7.8 | 6.1 | 6.6 | 6.5 | 6.4 | 6.3 | 6.2 | 5.5 | 4.8 |
| XTRA | Tijuana | A | 690 | 50.0 | 50.00 | b | Clear Channel | 34 | 9905 | | g1 4 | Sprts/Talk | 6,000 | **** | 2.1 | 1.8 | 1.3 | 1.8 | 1.6 | 2.1 | 2.0 | 2.3 | 2.1 |
| KFMB | San Diego | B | 760 | 5.0 | 50.00 | e | Midwest TV Inc | 41 | 6404 | | | Talk | 7,550 | **** | 2.2 | 2.5 | 1.8 | 1.2 | 2.2 | 2.2 | 2.5 | 2.0 | 2.1 |
| XEMO | Tijuana | B | 860 | 5.0 | 5.00 | j | Uni-Radio Corp | 37 | | | | Mexican | 600 | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.3 |

* Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 17

Radio data is current as of 03/25/2002

Market: San Diego

Competitive Overview

Metro Rank: 17

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 17

Radio data is current as of 03/25/2002

Exhibit 2

SAN DIEGO Metro
DEMOGRAPHIC: Persons 18-34
LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
MARKET POPULATION: 770,000

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|----------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KSON-FM | | | | | | | | | | | | |
| AQH Share | 5.3 | 6 | 4.8 | 7 | 4.0 | 9 | 2.4 | 13 | 2.7 | 11t | 3.4 | 10 |
| AQH (00) | 60 | 6 | 52 | 7 | 42 | 9 | 26 | 13 | 29 | 11t | 36 | 10 |
| AQH Rating | 0.7 | 6t | 0.7 | 6t | 0.5 | 9 | 0.3 | 11t | 0.4 | 11t | 0.5 | 10t |
| Cume (00) | 921 | 8 | 893 | 9 | 869 | 9 | 773 | 10 | 716 | 11 | 712 | 13 |
| TSL Hours | 8:15 | 1t | 7:30 | 3t | 6:00 | 11t | 4:15 | 27t | 5:15 | 22t | 6:30 | 11t |
| TSL Qhrs | 33 | 1t | 30 | 3t | 24 | 11t | 17 | 27t | 21 | 22t | 26 | 11t |
| KYXY-FM | | | | | | | | | | | | |
| AQH Share | 5.5 | 5 | 6.0 | 5 | 5.7 | 5 | 4.7 | 5 | 3.6 | 9 | 3.3 | 11 |
| AQH (00) | 63 | 5 | 64 | 5 | 60 | 5 | 51 | 5 | 39 | 9 | 35 | 11 |
| AQH Rating | 0.8 | 5 | 0.8 | 5 | 0.8 | 5 | 0.6 | 5t | 0.5 | 9t | 0.5 | 10t |
| Cume (00) | 967 | 7 | 975 | 7 | 960 | 6 | 974 | 7 | 858 | 9 | 854 | 9 |
| TSL Hours | 8:15 | 1t | 8:15 | 2 | 7:45 | 3t | 6:45 | 7t | 5:45 | 15t | 5:00 | 22t |
| TSL Qhrs | 33 | 1t | 33 | 2 | 31 | 3t | 27 | 7t | 23 | 15t | 20 | 22t |
| KBZT-FM | | | | | | | | | | | | |
| AQH Share | 4.3 | 8 | 3.3 | 11 | 3.3 | 10t | 3.1 | 10 | 3.3 | 10 | 2.6 | 12t |
| AQH (00) | 49 | 8 | 35 | 11 | 35 | 10t | 34 | 10 | 35 | 10 | 28 | 12t |
| AQH Rating | 0.6 | 8t | 0.4 | 11t | 0.4 | 10t | 0.4 | 10 | 0.5 | 9t | 0.4 | 12t |
| Cume (00) | 1178 | 6 | 992 | 6 | 895 | 8 | 848 | 9 | 885 | 8 | 871 | 8 |
| TSL Hours | 5:15 | 16t | 4:30 | 22t | 5:00 | 17t | 5:00 | 22t | 5:00 | 25 | 4:00 | 28t |
| TSL Qhrs | 21 | 16t | 18 | 22t | 20 | 17t | 20 | 22t | 20 | 25 | 16 | 28t |
| KFSD-FM | | | | | | | | | | | | |
| AQH Share | 2.1 | 14 | 2.0 | 13t | 2.0 | 14 | 2.5 | 11t | 2.1 | 13t | 2.6 | 12t |
| AQH (00) | 24 | 14 | 21 | 14 | 21 | 14 | 27 | 11t | 23 | 13t | 28 | 12t |
| AQH Rating | 0.3 | 12t | 0.3 | 13t | 0.3 | 13t | 0.3 | 11t | 0.3 | 13t | 0.4 | 12t |
| Cume (00) | 370 | 20 | 387 | 17 | 425 | 15 | 518 | 14 | 523 | 13 | 618 | 14 |
| TSL Hours | 8:00 | 6t | 6:45 | 6t | 6:15 | 10 | 6:30 | 10t | 5:30 | 17t | 5:45 | 17t |
| TSL Qhrs | 32 | 6t | 27 | 6t | 25 | 10 | 26 | 10t | 22 | 17t | 23 | 17t |
| KPLN-FM | | | | | | | | | | | | |
| AQH Share | 1.9 | 15 | 0.9 | 21t | 1.2 | 19 | 1.9 | 16 | 2.0 | 15t | 2.5 | 14 |
| AQH (00) | 22 | 15 | 10 | 21t | 13 | 19 | 21 | 16 | 22 | 15 | 27 | 14 |
| AQH Rating | 0.3 | 12t | 0.1 | 21t | 0.2 | 16t | 0.3 | 11t | 0.3 | 13t | 0.4 | 12t |
| Cume (00) | 568 | 12 | 442 | 15 | 428 | 14 | 597 | 12 | 620 | 12 | 743 | 12 |
| TSL Hours | 4:45 | 21t | 2:45 | 30t | 4:00 | 27 | 4:30 | 25t | 4:30 | 26t | 4:45 | 25 |
| TSL Qhrs | 19 | 21t | 11 | 30t | 16 | 27 | 18 | 25t | 13 | 26t | 19 | 25 |
| KLQV-FM | | | | | | | | | | | | |
| AQH Share | 2.2 | 13 | 2.0 | 13t | 1.9 | 15 | 2.2 | 14 | 2.1 | 13t | 2.3 | 15t |
| AQH (00) | 25 | 13 | 22 | 13 | 20 | 15 | 24 | 14 | 23 | 13t | 25 | 15t |
| AQH Rating | 0.3 | 12t | 0.3 | 13t | 0.3 | 13t | 0.3 | 11t | 0.3 | 13t | 0.3 | 15t |
| Cume (00) | 422 | 15 | 469 | 13 | 456 | 13 | 490 | 15 | 449 | 16 | 506 | 15 |
| TSL Hours | 7:30 | 8 | 6:00 | 9 | 5:30 | 13t | 6:15 | 12t | 6:30 | 11t | 6:15 | 14 |
| TSL Qhrs | 30 | 8 | 24 | 9 | 22 | 13t | 25 | 12t | 26 | 11t | 25 | 14 |
| XMOR-FM | | | | | | | | | | | | |
| AQH Share | 1.1 | 21t | 1.3 | 20 | 1.1 | 20 | 1.3 | 21t | 1.7 | 20t | 2.3 | 15t |
| AQH (00) | 13 | 21t | 14 | 20 | 12 | 20 | 14 | 21t | 18 | 20t | 25 | 15t |
| AQH Rating | 0.2 | 16t | 0.2 | 15t | 0.2 | 16t | 0.2 | 18t | 0.2 | 20t | 0.3 | 15t |
| Cume (00) | 205 | 23 | 227 | 23 | 270 | 20 | 296 | 21 | 330 | 22 | 381 | 19 |
| TSL Hours | 8:00 | 6t | 7:30 | 3t | 5:30 | 13t | 6:15 | 12t | 6:15 | 9t | 8:15 | 4 |
| TSL Qhrs | 32 | 6t | 30 | 3t | 22 | 13t | 25 | 12t | 27 | 9t | 33 | 4 |
| XTRA-AM | | | | | | | | | | | | |
| AQH Share | 1.5 | 18 | 1.4 | 17t | 1.4 | 16t | 1.4 | 18t | 1.9 | 17t | 2.2 | 17 |
| AQH (00) | 17 | 18 | 15 | 17t | 15 | 16t | 15 | 18t | 20 | 17t | 24 | 17 |
| AQH Rating | 0.2 | 16t | 0.2 | 15t | 0.2 | 16t | 0.2 | 18t | 0.3 | 13t | 0.3 | 15t |
| Cume (00) | 342 | 21 | 338 | 20 | 424 | 16 | 431 | 17 | 452 | 15 | 382 | 18 |
| TSL Hours | 6:15 | 11t | 5:30 | 12t | 4:15 | 25t | 4:15 | 27t | 5:30 | 17t | 8:00 | 5t |
| TSL Qhrs | 25 | 11t | 22 | 12t | 17 | 25t | 17 | 27t | 22 | 17t | 32 | 5t |
| KJFM-FM | | | | | | | | | | | | |
| AQH Share | 1.7 | 17 | 1.4 | 17t | 1.3 | 18 | 1.4 | 18t | 1.9 | 17t | 1.7 | 18 |
| AQH (00) | 19 | 17 | 15 | 17t | 14 | 18 | 15 | 18t | 20 | 17t | 18 | 18 |
| AQH Rating | 0.2 | 16t | 0.2 | 15t | 0.2 | 16t | 0.2 | 18t | 0.3 | 13t | 0.2 | 18t |
| Cume (00) | 413 | 17 | 432 | 16 | 391 | 19 | 385 | 19 | 344 | 21 | 403 | 17 |
| TSL Hours | 5:45 | 15 | 4:15 | 25t | 4:30 | 23t | 4:45 | 24 | 7:30 | 6t | 5:45 | 17t |
| TSL Qhrs | 23 | 15 | 17 | 25t | 18 | 23t | 19 | 24 | 30 | 6t | 23 | 17t |

ARBITRENDS Trend Report

SAN DIEGO Metro

DEMOGRAPHIC: Persons 18-34

LIST BY RANK ON AQH SHARE

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|------------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KJOZ-FM | | | | | | | | | | | | |
| AQH Share | 9.2 | 2 | 8.3 | 2t | 7.9 | 3 | 8.4 | 2t | 8.8 | 1 | 8.2 | 1t |
| AQH (00) | 105 | 2 | 89 | 2t | 83 | 3 | 91 | 2t | 95 | 1 | 88 | 1t |
| AQH Rating | 1.3 | 1t | 1.1 | 2t | 1.1 | 3 | 1.2 | 1t | 1.2 | 1 | 1.1 | 1t |
| Cume (00) | 1594 | 4 | 1548 | 4 | 1529 | 4 | 1657 | 4 | 1595 | 4 | 1628 | 4 |
| TSL Hours | 8:15 | 1t | 7:15 | 5 | 6:45 | 5t | 7:00 | 6 | 7:30 | 6t | 6:45 | 10 |
| TSL Qhrs | 33 | 1t | 29 | 5 | 27 | 5t | 28 | 6 | 30 | 6t | 27 | 10 |
| XHTZ-FM | | | | | | | | | | | | |
| AQH Share | 9.3 | 1 | 8.3 | 2t | 7.6 | 4 | 7.9 | 4 | 7.8 | 3 | 8.2 | 1t |
| AQH (00) | 106 | 1 | 89 | 2t | 80 | 4 | 86 | 4 | 84 | 3 | 88 | 1t |
| AQH Rating | 1.3 | 1t | 1.1 | 2t | 1.0 | 4 | 1.1 | 4 | 1.1 | 2t | 1.1 | 1t |
| Cume (00) | 2038 | 2 | 1977 | 3 | 1972 | 3 | 2003 | 3 | 1915 | 3 | 1843 | 3 |
| TSL Hours | 6:30 | 10 | 5:45 | 10t | 5:15 | 15t | 5:30 | 18t | 5:30 | 17t | 6:00 | 15t |
| TSL Qhrs | 26 | 10 | 23 | 10t | 21 | 15t | 22 | 18t | 22 | 17t | 24 | 15t |
| KHTS-FM | | | | | | | | | | | | |
| AQH Share | 7.1 | 3 | 9.5 | 1 | 8.8 | 2 | 8.7 | 1 | 6.5 | 4 | 7.5 | 3 |
| AQH (00) | 81 | 3 | 102 | 1 | 93 | 2 | 95 | 1 | 70 | 4 | 81 | 3 |
| AQH Rating | 1.0 | 3 | 1.3 | 1 | 1.2 | 1t | 1.2 | 1t | 0.9 | 4 | 1.1 | 1t |
| Cume (00) | 2392 | 1 | 2443 | 1 | 2367 | 1 | 2386 | 1 | 2134 | 1 | 2277 | 1 |
| TSL Hours | 4:15 | 26t | 5:15 | 15 | 5:00 | 17t | 5:00 | 22t | 4:15 | 28 | 4:30 | 26t |
| TSL Qhrs | 17 | 26t | 21 | 15 | 20 | 17t | 20 | 22t | 17 | 28 | 18 | 26t |
| XTRA-FM | | | | | | | | | | | | |
| AQH Share | 6.4 | 4 | 7.7 | 4 | 8.9 | 1 | 8.4 | 2t | 8.0 | 2 | 7.1 | 4 |
| AQH (00) | 73 | 4 | 83 | 4 | 94 | 1 | 91 | 2t | 86 | 2 | 76 | 4 |
| AQH Rating | 0.9 | 4 | 1.1 | 2t | 1.2 | 1t | 1.2 | 1t | 1.1 | 2t | 1.0 | 4 |
| Cume (00) | 2019 | 3 | 2130 | 2 | 2328 | 2 | 2222 | 2 | 2065 | 2 | 2092 | 2 |
| TSL Hours | 4:30 | 24t | 5:00 | 16t | 5:00 | 17t | 5:15 | 20t | 5:15 | 22t | 4:30 | 26t |
| TSL Qhrs | 18 | 24t | 20 | 16t | 20 | 17t | 21 | 20t | 21 | 22t | 18 | 26t |
| KLNV-FM | | | | | | | | | | | | |
| AQH Share | 4.2 | 9 | 4.7 | 8 | 4.6 | 6 | 4.4 | 6 | 6.0 | 5 | 6.5 | 5 |
| AQH (00) | 48 | 9 | 51 | 8 | 48 | 6 | 48 | 6 | 64 | 5 | 70 | 5 |
| AQH Rating | 0.6 | 8t | 0.6 | 8 | 0.6 | 6t | 0.6 | 5t | 0.8 | 5 | 0.9 | 5 |
| Cume (00) | 730 | 11 | 755 | 10 | 696 | 11 | 699 | 11 | 806 | 10 | 821 | 11 |
| TSL Hours | 8:15 | 1t | 8:30 | 1 | 8:45 | 1 | 8:30 | 3 | 10:00 | 1 | 10:45 | 1 |
| TSL Qhrs | 33 | 1t | 34 | 1 | 35 | 1 | 34 | 3 | 40 | 1 | 43 | 1 |
| KFMB-FM | | | | | | | | | | | | |
| AQH Share | 5.2 | 7 | 5.0 | 6 | 4.4 | 7 | 4.2 | 7t | 4.2 | 7t | 4.8 | 6 |
| AQH (00) | 59 | 7 | 54 | 6 | 46 | 7 | 46 | 7t | 45 | 7t | 52 | 6 |
| AQH Rating | 0.7 | 6t | 0.7 | 6t | 0.6 | 6t | 0.6 | 5t | 0.6 | 6t | 0.7 | 6 |
| Cume (00) | 1444 | 5 | 1346 | 5 | 1189 | 5 | 1110 | 5 | 1038 | 5 | 1165 | 5 |
| TSL Hours | 5:00 | 18t | 5:00 | 16t | 4:45 | 20t | 5:15 | 20t | 5:15 | 22t | 5:45 | 17t |
| TSL Qhrs | 20 | 18t | 20 | 16t | 19 | 20t | 21 | 20t | 21 | 22t | 23 | 17t |
| KMYI-FM + | | | | | | | | | | | | |
| AQH Share | ** | | ** | | ** | | 1.8 | 17 | 2.7 | 11t | 4.7 | 7 |
| AQH (00) | ** | | ** | | ** | | 20 | 17 | 29 | 11t | 50 | 7 |
| AQH Rating | ** | | ** | | ** | | 0.3 | 11t | 0.4 | 11t | 0.6 | 7t |
| Cume (00) | ** | | ** | | ** | | 238 | 24 | 477 | 14 | 893 | 7 |
| TSL Hours | ** | | ** | | ** | | 10:45 | 1 | 7:15 | 4t | 7:00 | 9 |
| TSL Qhrs | ** | | ** | | ** | | 43 | 1 | 31 | 4t | 28 | 9 |
| KGB-FM @ | | | | | | | | | | | | |
| AQH Share | 3.3 | 10 | 3.4 | 10 | 4.2 | 8 | 4.2 | 7t | 4.2 | 7t | 4.5 | 8 |
| AQH (00) | 38 | 10 | 36 | 10 | 44 | 8 | 46 | 7t | 45 | 7t | 48 | 8 |
| AQH Rating | 0.5 | 10 | 0.5 | 9t | 0.6 | 6t | 0.6 | 5t | 0.6 | 6t | 0.6 | 7t |
| Cume (00) | 754 | 10 | 679 | 11 | 826 | 10 | 939 | 8 | 890 | 7 | 924 | 6 |
| TSL Hours | 6:15 | 11t | 6:45 | 6t | 6:45 | 5t | 6:00 | 16 | 6:30 | 11t | 6:30 | 11t |
| TSL Qhrs | 25 | 11t | 27 | 6t | 27 | 5t | 24 | 16 | 26 | 11t | 26 | 11t |
| XHRM-FM | | | | | | | | | | | | |
| AQH Share | 2.8 | 11 | 3.5 | 9 | 3.3 | 10t | 3.4 | 9 | 4.4 | 6 | 4.0 | 9 |
| AQH (00) | 32 | 11 | 38 | 9 | 35 | 10t | 37 | 9 | 47 | 6 | 43 | 9 |
| AQH Rating | 0.4 | 11 | 0.5 | 9t | 0.4 | 10t | 0.5 | 9 | 0.6 | 6t | 0.6 | 7t |
| Cume (00) | 895 | 9 | 945 | 8 | 921 | 7 | 1044 | 6 | 1047 | 6 | 850 | 10 |
| TSL Hours | 4:30 | 24t | 5:00 | 16t | 4:45 | 20t | 4:30 | 25t | 5:45 | 15t | 6:30 | 11t |
| TSL Qhrs | 18 | 24t | 20 | 16t | 19 | 20t | 18 | 25t | 23 | 15t | 26 | 11t |

DAYPART: Mon-Sun 6a-Mid

MARKET POPULATION: 770,000

SAN DIEGO Metro

DEMOGRAPHIC: Persons 18-34

LIST BY RANK ON AQH SHARE

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|------------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| XHCR-FM | | | | | | | | | | | | |
| AQH Share | 1.3 | 20 | 0.8 | 23 | 0.7 | 24t | 1.3 | 21t | 1.6 | 22 | 1.6 | 19t |
| AQH (00) | 15 | 20 | 9 | 23 | 7 | 24t | 14 | 21t | 17 | 22 | 17 | 19t |
| AQH Rating | 0.2 | 16t | 0.1 | 21t | 0.1 | 21t | 0.2 | 18t | 0.2 | 20t | 0.2 | 18t |
| Cume (00) | 377 | 18t | 261 | 22 | 235 | 23 | 322 | 20 | 348 | 20 | 362 | 20 |
| TSL Hours | 5:00 | 18t | 4:30 | 22t | 3:45 | 28t | 5:30 | 18t | 6:15 | 14 | 6:00 | 15t |
| TSL Qhrs | 20 | 18t | 18 | 22t | 15 | 28t | 22 | 18t | 25 | 14 | 24 | 15t |
| XHTY-FM | | | | | | | | | | | | |
| AQH Share | 0.9 | 23 | 0.9 | 21t | 0.9 | 21t | 1.3 | 21t | 1.7 | 20t | 1.6 | 19t |
| AQH (00) | 10 | 23 | 10 | 21t | 10 | 21 | 14 | 21t | 18 | 20t | 17 | 19t |
| AQH Rating | 0.1 | 23t | 0.1 | 21t | 0.1 | 21t | 0.2 | 18t | 0.2 | 20t | 0.2 | 18t |
| Cume (00) | 242 | 22 | 289 | 21 | 261 | 22 | 278 | 23 | 278 | 24 | 220 | 24 |
| TSL Hours | 5:00 | 18t | 4:15 | 25t | 4:45 | 20t | 6:30 | 10t | 8:15 | 3 | 9:45 | 2 |
| TSL Qhrs | 20 | 18t | 17 | 25t | 19 | 20t | 26 | 10t | 33 | 3 | 39 | 2 |
| XLTN-FM | | | | | | | | | | | | |
| AQH Share | 1.4 | 19 | 1.4 | 17t | 2.2 | 13 | 2.1 | 15 | 1.9 | 17t | 1.3 | 21 |
| AQH (00) | 16 | 19 | 15 | 17t | 23 | 13 | 23 | 15 | 20 | 17t | 14 | 21 |
| AQH Rating | 0.2 | 16t | 0.2 | 15t | 0.3 | 13t | 0.3 | 11t | 0.3 | 13t | 0.2 | 18t |
| Cume (00) | 377 | 18t | 385 | 18 | 417 | 17 | 437 | 16 | 391 | 18 | 342 | 21 |
| TSL Hours | 5:15 | 16t | 5:00 | 16t | 6:45 | 5t | 6:45 | 7t | 6:30 | 11t | 5:00 | 22t |
| TSL Qhrs | 21 | 16t | 20 | 16t | 27 | 5t | 27 | 7t | 26 | 11t | 20 | 22t |
| KOGO-AM | | | | | | | | | | | | |
| AQH Share | 2.4 | 12 | 2.6 | 12 | 3.1 | 12 | 2.5 | 11t | 2.0 | 15t | 1.2 | 22t |
| AQH (00) | 27 | 12 | 28 | 12 | 33 | 12 | 27 | 11t | 21 | 16 | 13 | 22t |
| AQH Rating | 0.3 | 12t | 0.4 | 11t | 0.4 | 10t | 0.3 | 11t | 0.3 | 13t | 0.2 | 18t |
| Cume (00) | 497 | 13 | 570 | 12 | 627 | 12 | 532 | 13 | 395 | 17 | 330 | 22 |
| TSL Hours | 6:45 | 9 | 6:15 | 8 | 6:30 | 9 | 6:15 | 12t | 6:45 | 9t | 5:00 | 22t |
| TSL Qhrs | 27 | 9 | 25 | 8 | 26 | 9 | 25 | 12t | 27 | 9t | 20 | 22t |
| KXST-FM | | | | | | | | | | | | |
| AQH Share | 1.8 | 16 | 1.5 | 15t | 0.9 | 21t | 1.4 | 18t | 1.2 | 23 | 1.2 | 22t |
| AQH (00) | 20 | 16 | 16 | 15t | 9 | 22t | 15 | 18t | 13 | 23 | 13 | 22t |
| AQH Rating | 0.2 | 16t | 0.2 | 15t | 0.1 | 21t | 0.2 | 18t | 0.2 | 20t | 0.2 | 18t |
| Cume (00) | 417 | 16 | 356 | 19 | 268 | 21 | 287 | 22 | 291 | 23 | 305 | 23 |
| TSL Hours | 6:00 | 14 | 5:45 | 10t | 4:15 | 25t | 6:45 | 7t | 5:30 | 17t | 5:15 | 21 |
| TSL Qhrs | 24 | 14 | 23 | 10t | 17 | 25t | 27 | 7t | 22 | 17t | 21 | 21 |
| KURS-AM | | | | | | | | | | | | |
| AQH Share | 0.5 | 24 | 0.4 | 27 | 0.7 | 24t | 0.8 | 25t | 1.0 | 24 | 0.7 | 24 |
| AQH (00) | 6 | 24 | 4 | 27 | 7 | 24t | 9 | 25t | 11 | 24 | 8 | 24 |
| AQH Rating | 0.1 | 23t | 0.1 | 21t | 0.1 | 21t | 0.1 | 25t | 0.1 | 24t | 0.1 | 24t |
| Cume (00) | 117 | 26 | 94 | 27 | 108 | 27 | 137 | 27 | 171 | 27 | 140 | 26 |
| TSL Hours | 6:15 | 11t | 5:00 | 16t | 8:00 | 2 | 8:45 | 2 | 8:20 | 2 | 7:45 | 7 |
| TSL Qhrs | 25 | 11t | 20 | 16t | 32 | 2 | 35 | 2 | 34 | 2 | 31 | 7 |
| KOCL-FM + | | | | | | | | | | | | |
| AQH Share | 1.1 | 21t | 1.5 | 15t | 1.4 | 16t | 1.2 | 24 | 0.7 | 25t | 0.6 | 25t |
| AQH (00) | 13 | 21t | 16 | 15t | 15 | 16t | 13 | 24 | 8 | 25t | 6 | 25t |
| AQH Rating | 0.2 | 16t | 0.2 | 15t | 0.2 | 16t | 0.2 | 18t | 0.1 | 24t | 0.1 | 24t |
| Cume (00) | 463 | 14 | 449 | 14 | 401 | 18 | 401 | 18 | 387 | 19 | 430 | 16 |
| TSL Hours | 3:30 | 29t | 4:30 | 22t | 4:30 | 23t | 4:15 | 27t | 2:30 | 30t | 2:00 | 32t |
| TSL Qhrs | 14 | 29t | 18 | 22t | 18 | 23t | 17 | 27t | 10 | 30t | 8 | 32t |
| KFMB-AM | | | | | | | | | | | | |
| AQH Share | 0.4 | 25t | 0.6 | 25 | 0.3 | 28t | 0.4 | 29t | 0.4 | 29 | 0.6 | 25t |
| AQH (00) | 5 | 25t | 6 | 25 | 3 | 28t | 4 | 29t | 4 | 29 | 6 | 25t |
| AQH Rating | 0.1 | 23t | 0.1 | 21t | 0.1 | 21t | 0.1 | 25t | 0.1 | 24t | 0.1 | 24t |
| Cume (00) | 172 | 24 | 197 | 24 | 188 | 25 | 235 | 25 | 195 | 25 | 197 | 25 |
| TSL Hours | 3:30 | 29t | 3:45 | 27 | 2:15 | 31t | 2:00 | 34 | 2:30 | 30t | 4:00 | 28t |
| TSL Qhrs | 14 | 29t | 15 | 27 | 9 | 31t | 8 | 34 | 10 | 30t | 16 | 28t |
| KFI-AM | | | | | | | | | | | | |
| AQH Share | 0.4 | 25t | 0.7 | 24 | 0.9 | 21t | 0.8 | 25t | 0.6 | 27t | 0.6 | 25t |
| AQH (00) | 5 | 25t | 7 | 24 | 9 | 22t | 9 | 25t | 6 | 27t | 6 | 25t |
| AQH Rating | 0.1 | 23t | 0.1 | 21t | 0.1 | 21t | 0.1 | 25t | 0.1 | 24t | 0.1 | 24t |
| Cume (00) | 131 | 25 | 166 | 25 | 201 | 24 | 201 | 26 | 174 | 26 | 134 | 27 |
| TSL Hours | 4:45 | 21t | 5:30 | 12t | 5:15 | 15t | 5:45 | 17 | 4:30 | 26t | 5:30 | 20 |
| TSL Qhrs | 19 | 21t | 22 | 12t | 21 | 15t | 23 | 17 | 18 | 26t | 22 | 20 |

DAYPART: Mon-Sun 6a-Mid
MARKET POPULATION: 770,000

SAN DIEGO Metro

DEMOGRAPHIC: Persons 18-34

LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid

MARKET POPULATION: 778,000

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|-------------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KPRZ-AM | | | | | | | | | | | | |
| AQH Share | 0.3 | 27t | 0.5 | 26 | 0.3 | 28t | 0.4 | 29t | 0.6 | 27t | 0.6 | 25t |
| AQH (00) | 3 | 27t | 5 | 26 | 3 | 28t | 4 | 29t | 6 | 27t | 6 | 25t |
| AQH Rating | | | 0.1 | 21t | | | 0.1 | 25t | 0.1 | 24t | 0.1 | 24t |
| Cume (00) | 94 | 27 | 113 | 26 | 69 | 31 | 85 | 31 | 100 | 30 | 108 | 28 |
| TSL Hours | 4:45 | 21t | 5:00 | 16t | 6:00 | 11t | 6:15 | 12t | 7:30 | 6t | 7:15 | 8 |
| TSL Qhrs | 19 | 21t | 20 | 16t | 24 | 11t | 25 | 12t | 30 | 6t | 29 | 8 |
| XTIM-FM | | | | | | | | | | | | |
| AQH Share | ** | ** | ** | ** | ** | ** | 0.7 | 27 | 0.7 | 25t | 0.6 | 25t |
| AQH (00) | ** | ** | ** | ** | ** | ** | 8 | 27 | 8 | 25t | 6 | 25t |
| AQH Rating | ** | ** | ** | ** | ** | ** | 0.1 | 25t | 0.1 | 24t | 0.1 | 24t |
| Cume (00) | ** | ** | ** | ** | ** | ** | 136 | 28 | 132 | 28 | 88 | 30 |
| TSL Hours | ** | ** | ** | ** | ** | ** | 7:15 | 5 | 7:45 | 4t | 8:00 | 5t |
| TSL Qhrs | ** | ** | ** | ** | ** | ** | 29 | 5 | 31 | 4t | 32 | 5t |
| KNX-AM | | | | | | | | | | | | |
| AQH Share | 0.2 | 29t | 0.1 | 30t | 0.2 | 30t | 0.2 | 31t | 0.2 | 30t | 0.2 | 30 |
| AQH (00) | 2 | 29t | 1 | 30t | 2 | 30t | 2 | 31t | 2 | 30t | 2 | 30 |
| AQH Rating | | | | | | | 0.1 | | 0.1 | | 0.1 | |
| Cume (00) | 59 | 29 | 70 | 30 | 119 | 26 | 127 | 29 | 116 | 29 | 96 | 29 |
| TSL Hours | 3:45 | 28 | 2:30 | 32 | 2:15 | 31t | 2:15 | 33 | 2:15 | 34 | 2:00 | 32t |
| TSL Qhrs | 15 | 28 | 10 | 32 | 9 | 31t | 9 | 33 | 9 | 34 | 8 | 32t |
| KCBQ-AM | | | | | | | | | | | | |
| AQH Share | 0.3 | 27t | 0.3 | 28 | 0.4 | 27 | 0.2 | 31t | 0.2 | 30t | 0.1 | 31t |
| AQH (00) | 3 | 27t | 3 | 28 | 4 | 27 | 2 | 31t | 2 | 30t | 1 | 31t |
| AQH Rating | | | | | | 0.1 | 21t | | | | | |
| Cume (00) | 47 | 30 | 73 | 29 | 79 | 30 | 52 | 34 | 42 | 33 | 34 | 33 |
| TSL Hours | 8:15 | 1t | 5:30 | 12t | 6:45 | 5t | 4:00 | 30 | 5:30 | 17t | 2:45 | 31 |
| TSL Qhrs | 33 | 1t | 22 | 12t | 27 | 5t | 16 | 30 | 22 | 17t | 11 | 31 |
| XKAM-AM # | | | | | | | | | | | | |
| AQH Share | ** | ** | 0.7 | 24t | 0.6 | 28 | ** | | ** | | 0.1 | 31t |
| AQH (00) | ** | ** | 7 | 24t | 6 | 28 | ** | | ** | | 1 | 31t |
| AQH Rating | ** | ** | 0.1 | 21t | 0.1 | 25t | ** | | ** | | | |
| Cume (00) | ** | ** | 107 | 28 | 93 | 30 | ** | | ** | | 14 | 34 |
| TSL Hours | ** | ** | 7:45 | 3t | 7:45 | 4 | ** | | ** | | 9:15 | 3 |
| TSL Qhrs | ** | ** | 31 | 3t | 31 | 4 | ** | | ** | | 37 | 3 |
| KSDO-AM | | | | | | | | | | | | |
| AQH Share | 0.2 | 29t | 0.2 | 29 | 0.2 | 30t | 0.1 | 33t | 0.1 | 32t | 0.1 | 31t |
| AQH (00) | 2 | 29t | 2 | 29 | 2 | 30t | 1 | 33t | 1 | 32t | 1 | 31t |
| AQH Rating | | | | | | | 0.1 | | | | | |
| Cume (00) | 88 | 28 | 86 | 28 | 80 | 29 | 57 | 33 | 53 | 32 | 44 | 32 |
| TSL Hours | 3:15 | 31 | 2:45 | 30t | 3:00 | 30 | 3:00 | 31 | 2:30 | 30t | 1:45 | 34 |
| TSL Qhrs | 13 | 31 | 11 | 30t | 12 | 30 | 12 | 31 | 10 | 30t | 7 | 34 |
| KRTH-FM | | | | | | | | | | | | |
| AQH Share | ** | ** | ** | ** | ** | ** | 0.1 | 33t | 0.1 | 32t | | |
| AQH (00) | ** | ** | ** | ** | ** | ** | 1 | 33t | 1 | 32t | | |
| AQH Rating | ** | ** | ** | ** | ** | ** | | | | | | |
| Cume (00) | ** | ** | ** | ** | ** | ** | 60 | 32 | 54 | 31 | 46 | 31 |
| TSL Hours | ** | ** | ** | ** | ** | ** | 2:30 | 32 | 2:30 | 30t | 0:45 | 36 |
| TSL Qhrs | ** | ** | ** | ** | ** | ** | 10 | 32 | 10 | 30t | 3 | 36 |
| KPOP-AM | | | | | | | | | | | | |
| AQH Share | 0.1 | 31t | 0.1 | 30t | | | | | | | | |
| AQH (00) | 1 | 31t | 1 | 30t | | | | | | | | |
| AQH Rating | | | | | | | | | | | | |
| Cume (00) | 37 | 31 | 28 | 32 | 13 | 35 | | | | | | |
| TSL Hours | 3:00 | 32 | 3:00 | 28t | 0:45 | 34 | | | | | | |
| TSL Qhrs | 12 | 32 | 12 | 28t | 3 | 34 | | | | | | |
| XBAC-AM +@ | | | | | | | | | | | | |
| AQH Share | 0.1 | 31t | 0.1 | 30t | | | | | | | | |
| AQH (00) | 1 | 31t | 1 | 30t | | | | | | | | |
| AQH Rating | | | | | | | | | | | | |
| Cume (00) | 18 | 33 | 27 | 33 | 16 | 33 | 17 | 37 | 7 | 35t | 7 | 36t |
| TSL Hours | 4:15 | 26t | 3:00 | 28t | 3:45 | 28t | 1:15 | 35t | 1:30 | 35 | 1:30 | 35 |
| TSL Qhrs | 17 | 26t | 12 | 28t | 15 | 28t | 5 | 35t | 6 | 35 | 6 | 35 |

SAN DIEGO Metro

DEMOGRAPHIC: Persons 18-34

LIST BY RANK ON AQH SHARE

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|---------------------|-------------|-------|------------------|-------|------------------|-------|-----------|-------|------------------|-------|------------------|-------|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KFSD-AM | | | | | | | | | | | | |
| AQH Share | 0.1 | 31t | | | | | | | | | | |
| AQH (00) | 1 | 31t | | | | | | | | | | |
| AQH Rating | | | | | | | | | | | | |
| Cume (00) | 34 | 32 | 35 | 31 | 25 | 32 | 23 | 35t | 7 | 35t | 7 | 36t |
| TSL Hours | 2:30 | 33 | 1:45 | 33 | 1:30 | 33 | 0:45 | 37 | 0:15 | 36 | 0:15 | 37 |
| TSL Qhrs | 10 | 33 | 7 | 33 | 6 | 33 | 3 | 37 | 1 | 36 | 1 | 37 |
| KGBB-FM +@ | | | | | | | | | | | | |
| AQH Share | | | | | | | | | | | | |
| AQH (00) | | | | | | | | | | | | |
| AQH Rating | | | | | | | | | | | | |
| Cume (00) | | | 16 | 34 | 15 | 34 | 23 | 35t | 9 | 34 | 10 | 35 |
| TSL Hours | | | 0:30 | 34 | 0:30 | 35 | 1:15 | 35t | 3:00 | 29 | 3:00 | 30 |
| TSL Qhrs | | | 2 | 34 | 2 | 35 | 5 | 35t | 12 | 29 | 12 | 30 |
| Market Total | | | | | | | | | | | | |
| AQH Share | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| AQH (00) | 1138 | 1074 | 1054 | 1087 | 1073 | 1073 | 1073 | 1073 | 1073 | 1073 | 1073 | 1074 |
| AQH Rating | 14.1 | 13.6 | 13.4 | 13.8 | 14.0 | 14.0 | 14.0 | 14.0 | 13.9 | 13.9 | 13.9 | 13.9 |
| Cume (00) | 7715 | 7552 | 7545 | 7557 | 7317 | 7317 | 7317 | 7317 | 7314 | 7314 | 7314 | 7314 |
| TSL Hours | 18:30 | 18:00 | 17:30 | 18:00 | 18:30 | 18:30 | 18:30 | 18:30 | 18:30 | 18:30 | 18:30 | 18:30 |
| TSL Qhrs | 74 | 72 | 70 | 72 | 71 | 71 | 71 | 71 | 71 | 71 | 71 | 74 |

Audience estimates adjusted for actual broadcast schedule:

XKAM-AM Mon-Sun 6a-Mid in Sep-Oct-Nov 2001.

XKAM-AM Mon-Sun 6a-Mid in Fall 2001.

XKAM-AM Mon-Sun 6a-Mid in Dec-Jan-Feb 2002.

** Station(s) not reported this survey:

KMYI-FM, XKAM-AM, XTIM-FM, KRTH-FM in Summer 2001. KMYI-FM, XKAM-AM, XTIM-FM, KRTH-FM in Aug-Sep-Oct 2001. KMYI-FM, XTIM-FM, KRTH-FM in Sep-Oct-Nov 2001. XKAM-AM in Nov-Dec-Jan 2002.

@ Simulcasting Partners. See Page 5 or 13 of the applicable Radio Market Report:

KGB-FM with KGBB-FM in Summer 2001. KJAZ-AM with XJAZ-AM in Summer 2001. KGB-FM with KGBB-FM in Aug-Sep-Oct 2001. KGB-FM with KGBB-FM in Sep-Oct-Nov 2001. KGB-FM with KGBE-FM in Fall 2001. KGB-FM with KGBB-FM in Nov-Dec-Jan 2002. KGB-FM with KGBB-FM in Dec-Jan-Feb 2002.

+ Call letter changes:

KGBB-FM changed from KFXM-FM during or prior to Summer 2001. KGBB-FM changed from KFXM-FM during or prior to Aug-Sep-Oct 2001. KOCL-FM changed from KJQY-FM during or prior to Nov-Dec-Jan 2002. KMYI-FM changed from KMSX-FM during or prior to Nov-Dec-Jan 2002. KOCL-FM changed from KJQY-FM during or prior to Dec-Jan-Feb 2002. XBAC-AM changed from XJAZ-AM during or prior to Dec-Jan-Feb 2002. KMYI-FM changed from KMSX-FM during or prior to Dec-Jan-Feb 2002.

The estimates provided by Arbitrend are derived from the diaries that provide the data in the Local Market Reports and are subject to the limitations stated in those reports. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definitio n. Arbitrend is not part of The Arbitron Company's regular syndicated service and is not accredited by the Media Rating Council (MRC).

ARBITRENDS Trend Report

SAN DIEGO Metro

DEMOGRAPHIC: Persons 25-54

LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
MARKET POPULATION: 1,270,900

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jun-Feb 2002 | |
|-----------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KXYX-FM | | | | | | | | | | | | |
| AQH Share | 5.3 | 2t | 6.2 | 1 | 5.9 | 3 | 6.5 | 1 | 6.2 | 2 | 6.2 | 1 |
| AQH (00) | 101 | 2 | 111 | 1 | 106 | 3 | 121 | 1 | 116 | 2 | 118 | 1 |
| AQH Rating | 0.8 | 1t | 0.9 | 1 | 0.8 | 3t | 0.9 | 1 | 0.9 | 1t | 0.9 | 1t |
| Cume (00) | 1806 | 4 | 1837 | 4 | 1652 | 6 | 1803 | 5 | 1657 | 5 | 1745 | 5 |
| TSL Hours | 7:00 | 9t | 7:45 | 4 | 8:00 | 4 | 8:30 | 4 | 8:45 | 2 | 8:30 | 4 |
| TSL Qhrs | 28 | 9t | 31 | 4 | 32 | 4 | 34 | 4 | 35 | 2 | 34 | 4 |
| KIFM-FM | | | | | | | | | | | | |
| AQH Share | 5.2 | 4 | 4.4 | 8 | 4.3 | 8 | 5.3 | 4 | 6.3 | 1 | 6.1 | 2 |
| AQH (00) | 98 | 4 | 80 | 8 | 77 | 8 | 98 | 4 | 118 | 1 | 117 | 2 |
| AQH Rating | 0.7 | 4t | 0.6 | 7t | 0.6 | 8 | 0.8 | 2t | 0.9 | 1t | 0.9 | 1t |
| Cume (00) | 1597 | 7 | 1528 | 8 | 1553 | 8 | 1712 | 7 | 1730 | 3 | 1614 | 6 |
| TSL Hours | 7:45 | 5t | 6:30 | 11t | 6:15 | 12t | 7:15 | 9t | 8:30 | 3t | 9:00 | 3 |
| TSL Qhrs | 31 | 5t | 26 | 11t | 25 | 12t | 29 | 9t | 34 | 3t | 36 | 3 |
| KGB-FM @ | | | | | | | | | | | | |
| AQH Share | 4.8 | 6 | 5.3 | 4 | 6.0 | 2 | 5.6 | 3 | 5.2 | 4 | 5.8 | 3 |
| AQH (00) | 92 | 6 | 96 | 4 | 109 | 2 | 104 | 3 | 98 | 4 | 111 | 3 |
| AQH Rating | 0.7 | 4t | 0.8 | 2t | 0.9 | 1t | 0.8 | 2t | 0.8 | 3t | 0.9 | 1t |
| Cume (00) | 1886 | 3 | 1794 | 5 | 1813 | 5 | 1762 | 6 | 1642 | 6 | 1855 | 3 |
| TSL Hours | 6:15 | 15t | 6:45 | 7t | 7:30 | 5t | 7:30 | 7t | 7:30 | 8t | 7:30 | 10t |
| TSL Qhrs | 25 | 15t | 27 | 7t | 30 | 5t | 30 | 7t | 30 | 8t | 30 | 10t |
| KFMB-FM | | | | | | | | | | | | |
| AQH Share | 5.3 | 2t | 5.6 | 2t | 6.1 | 1 | 5.7 | 2 | 5.5 | 3 | 4.7 | 4t |
| AQH (00) | 100 | 3 | 101 | 2 | 111 | 1 | 106 | 2 | 103 | 3 | 91 | 4t |
| AQH Rating | 0.8 | 1t | 0.8 | 2t | 0.9 | 1t | 0.8 | 2t | 0.8 | 3t | 0.7 | 4t |
| Cume (00) | 2022 | 2 | 1890 | 2 | 1911 | 2 | 1851 | 2 | 1950 | 1 | 1901 | 2 |
| TSL Hours | 6:15 | 15t | 6:45 | 7t | 7:15 | 7t | 7:15 | 9t | 6:45 | 13t | 6:00 | 22 |
| TSL Qhrs | 25 | 15t | 27 | 7t | 29 | 7t | 29 | 9t | 27 | 13t | 24 | 22 |
| XHRM-FM | | | | | | | | | | | | |
| AQH Share | 3.7 | 9t | 4.5 | 7 | 4.6 | 6t | 4.0 | 8 | 4.9 | 5 | 4.7 | 4t |
| AQH (00) | 70 | 10t | 81 | 7 | 83 | 6t | 75 | 8 | 92 | 5 | 91 | 4t |
| AQH Rating | 0.5 | 9t | 0.6 | 7t | 0.7 | 5t | 0.6 | 7t | 0.7 | 5 | 0.7 | 4t |
| Cume (00) | 1513 | 10 | 1500 | 10 | 1414 | 10 | 1495 | 10 | 1561 | 8 | 1499 | 9 |
| TSL Hours | 5:45 | 20t | 6:45 | 7t | 7:15 | 7t | 6:15 | 16t | 7:30 | 8t | 7:45 | 8t |
| TSL Qhrs | 23 | 20t | 27 | 7t | 29 | 7t | 25 | 16t | 30 | 8t | 31 | 8t |
| KOGO-AM | | | | | | | | | | | | |
| AQH Share | 4.9 | 5 | 5.6 | 2t | 5.4 | 4 | 4.6 | 5t | 4.3 | 6t | 4.4 | 6 |
| AQH (00) | 93 | 5 | 100 | 3 | 97 | 4 | 86 | 5 | 81 | 6 | 85 | 6 |
| AQH Rating | 0.7 | 4t | 0.8 | 2t | 0.8 | 3t | 0.7 | 5t | 0.6 | 6t | 0.7 | 4t |
| Cume (00) | 1655 | 6 | 1845 | 3 | 1952 | 1 | 1863 | 1 | 1618 | 7 | 1604 | 7t |
| TSL Hours | 7:00 | 9t | 6:45 | 7t | 6:15 | 12t | 5:45 | 19 | 6:15 | 17 | 6:45 | 15t |
| TSL Qhrs | 28 | 9t | 27 | 7t | 25 | 12t | 23 | 19 | 25 | 17 | 27 | 15t |
| KIOZ-FM | | | | | | | | | | | | |
| AQH Share | 5.6 | 1 | 4.8 | 6 | 4.7 | 5 | 4.6 | 5t | 4.3 | 6t | 4.2 | 7 |
| AQH (00) | 107 | 1 | 86 | 6 | 85 | 5 | 85 | 6 | 80 | 7 | 81 | 7 |
| AQH Rating | 0.8 | 1t | 0.7 | 5t | 0.7 | 5t | 0.7 | 5t | 0.6 | 6t | 0.6 | 7t |
| Cume (00) | 1526 | 9 | 1505 | 9 | 1499 | 9 | 1630 | 8 | 1476 | 10 | 1604 | 7t |
| TSL Hours | 8:45 | 3t | 7:15 | 6 | 7:00 | 9 | 6:30 | 14t | 6:45 | 13t | 6:30 | 17t |
| TSL Qhrs | 35 | 3t | 29 | 6 | 28 | 9 | 26 | 14t | 27 | 13t | 26 | 17t |
| KSON-FM | | | | | | | | | | | | |
| AQH Share | 4.7 | 7 | 5.2 | 5 | 4.6 | 6t | 4.3 | 7 | 4.0 | 8 | 4.1 | 8 |
| AQH (00) | 90 | 7 | 94 | 5 | 83 | 6t | 80 | 7 | 75 | 8 | 78 | 8 |
| AQH Rating | 0.7 | 4t | 0.7 | 5t | 0.7 | 5t | 0.6 | 7t | 0.6 | 6t | 0.6 | 7t |
| Cume (00) | 1439 | 12 | 1598 | 7 | 1640 | 7 | 1622 | 9 | 1483 | 9 | 1419 | 11 |
| TSL Hours | 7:45 | 5t | 7:30 | 5 | 6:30 | 11 | 6:15 | 16t | 6:30 | 15t | 7:00 | 13t |
| TSL Qhrs | 31 | 5t | 30 | 5 | 26 | 11 | 25 | 16t | 25 | 15t | 28 | 13t |
| XTRA-FM | | | | | | | | | | | | |
| AQH Share | 3.7 | 9t | 3.4 | 12 | 3.8 | 9 | 3.5 | 10 | 3.7 | 9 | 4.0 | 9t |
| AQH (00) | 71 | 9 | 62 | 12 | 68 | 9 | 65 | 10 | 69 | 9 | 76 | 9t |
| AQH Rating | 0.5 | 9t | 0.5 | 10t | 0.5 | 9t | 0.5 | 9t | 0.5 | 9t | 0.6 | 7t |
| Cume (00) | 1698 | 5 | 1622 | 6 | 1823 | 4 | 1820 | 4 | 1872 | 2 | 1926 | 1 |
| TSL Hours | 5:15 | 25t | 4:45 | 25t | 4:45 | 26t | 4:30 | 30t | 4:45 | 27t | 5:00 | 25t |
| TSL Qhrs | 21 | 25t | 19 | 25t | 19 | 26t | 18 | 30t | 19 | 27t | 20 | 25t |

ARBITRENDS Trend Report

SAN DIEGO Metro

DEMOGRAPHIC: Persons 25-54

LIST BY RANK ON AQH SHARE

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|------------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KLNV-FM | | | | | | | | | | | | |
| AQH Share | 3.5 | 12 | 3.7 | 10t | 3.4 | 12 | 3.4 | 11 | 3.4 | 10 | 4.0 | 9t |
| AQH (00) | 67 | 12 | 66 | 10t | 61 | 12 | 63 | 11 | 64 | 10 | 76 | 9t |
| AQH Rating | 0.5 | 9t | 0.5 | 10t | 0.5 | 9t | 0.5 | 9t | 0.5 | 9t | 0.6 | 7t |
| Cume (00) | 838 | 16 | 846 | 18 | 778 | 18 | 801 | 17 | 942 | 16 | 1025 | 17 |
| TSL Hours | 10:00 | 1 | 9:45 | 1 | 9:45 | 2 | 9:45 | 1 | 8:30 | 3t | 9:30 | 2 |
| TSL Qhrs | 40 | 1 | 39 | 1 | 39 | 2 | 39 | 1 | 34 | 3t | 38 | 2 |
| KMYI-FM + | | | | | | | | | | | | |
| AQH Share | ** | | ** | | ** | | 1.8 | 19 | 2.3 | 18 | 3.7 | 11 |
| AQH (00) | ** | | ** | | ** | | 33 | 19 | 44 | 18 | 71 | 11 |
| AQH Rating | ** | | ** | | ** | | 0.3 | 16t | 0.3 | 18t | 0.6 | 7t |
| Cume (00) | ** | | ** | | ** | | 519 | 24 | 935 | 17 | 1431 | 10 |
| TSL Hours | ** | | ** | | ** | | 8:00 | 5t | 6:00 | 18t | 6:15 | 19t |
| TSL Qhrs | ** | | ** | | ** | | 32 | 5t | 24 | 18t | 25 | 19t |
| XHTZ-FM | | | | | | | | | | | | |
| AQH Share | 3.2 | 15t | 2.8 | 15t | 2.4 | 15 | 2.7 | 14t | 2.8 | 14 | 3.3 | 12 |
| AQH (00) | 60 | 16 | 50 | 15t | 43 | 15 | 50 | 14t | 53 | 14 | 63 | 12 |
| AQH Rating | 0.5 | 9t | 0.4 | 14t | 0.3 | 15t | 0.4 | 12t | 0.4 | 12t | 0.5 | 12t |
| Cume (00) | 1255 | 14 | 1198 | 14 | 1146 | 14 | 1174 | 14 | 1208 | 14 | 1216 | 14 |
| TSL Hours | 6:00 | 17t | 5:15 | 19t | 4:45 | 26t | 5:15 | 22t | 5:30 | 20t | 6:30 | 17t |
| TSL Qhrs | 24 | 17t | 21 | 19t | 19 | 26t | 21 | 22t | 22 | 20t | 26 | 17t |
| KHTS-FM | | | | | | | | | | | | |
| AQH Share | 3.7 | 9t | 4.2 | 9 | 3.6 | 10 | 3.8 | 9 | 3.0 | 12 | 3.1 | 13 |
| AQH (00) | 70 | 10t | 76 | 9 | 66 | 10 | 70 | 9 | 57 | 12 | 59 | 13 |
| AQH Rating | 0.5 | 9t | 0.6 | 7t | 0.5 | 9t | 0.5 | 9t | 0.4 | 12t | 0.5 | 12t |
| Cume (00) | 2088 | 1 | 1984 | 1 | 1845 | 3 | 1830 | 3 | 1724 | 4 | 1788 | 4 |
| TSL Hours | 4:15 | 30t | 4:45 | 25t | 4:30 | 28t | 4:45 | 26t | 4:15 | 30t | 4:15 | 34 |
| TSL Qhrs | 17 | 30t | 19 | 25t | 18 | 28t | 19 | 26t | 17 | 30t | 17 | 34 |
| KPLN-FM | | | | | | | | | | | | |
| AQH Share | 3.3 | 14 | 3.0 | 14 | 3.3 | 13t | 3.1 | 12 | 3.1 | 11 | 2.8 | 14 |
| AQH (00) | 63 | 14 | 54 | 14 | 59 | 14 | 57 | 12 | 58 | 11 | 53 | 14 |
| AQH Rating | 0.5 | 9t | 0.4 | 14t | 0.5 | 9t | 0.4 | 12t | 0.5 | 9t | 0.4 | 14t |
| Cume (00) | 1424 | 13 | 1409 | 11 | 1320 | 13 | 1414 | 11 | 1370 | 12 | 1407 | 12 |
| TSL Hours | 5:30 | 24 | 4:45 | 25t | 5:30 | 20t | 5:00 | 24t | 5:15 | 22t | 4:45 | 27t |
| TSL Qhrs | 22 | 24 | 19 | 25t | 22 | 20t | 20 | 24t | 21 | 22t | 19 | 27t |
| KOCL-FM + | | | | | | | | | | | | |
| AQH Share | 3.4 | 13 | 3.3 | 13 | 3.3 | 13t | 2.7 | 14t | 2.6 | 15t | 2.7 | 15 |
| AQH (00) | 65 | 13 | 59 | 13 | 60 | 13 | 50 | 14t | 49 | 15 | 51 | 15 |
| AQH Rating | 0.5 | 9t | 0.5 | 10t | 0.5 | 9t | 0.4 | 12t | 0.4 | 12t | 0.4 | 14t |
| Cume (00) | 1450 | 11 | 1373 | 13 | 1409 | 11t | 1330 | 13 | 1244 | 13 | 1186 | 15 |
| TSL Hours | 5:45 | 20t | 5:30 | 17t | 5:30 | 20t | 4:45 | 26t | 5:00 | 25t | 5:30 | 24 |
| TSL Qhrs | 23 | 20t | 22 | 17t | 22 | 20t | 19 | 26t | 20 | 25t | 22 | 24 |
| XTRA-AM | | | | | | | | | | | | |
| AQH Share | 1.7 | 17 | 2.1 | 17 | 2.2 | 16 | 2.3 | 16t | 2.6 | 15t | 2.6 | 16t |
| AQH (00) | 32 | 17 | 37 | 17 | 40 | 16 | 43 | 16t | 48 | 16t | 50 | 16 |
| AQH Rating | 0.2 | 17t | 0.3 | 17t | 0.3 | 15t | 0.3 | 16t | 0.4 | 12t | 0.4 | 14t |
| Cume (00) | 773 | 17 | 891 | 16 | 1044 | 15 | 1145 | 15 | 1147 | 15 | 1077 | 16 |
| TSL Hours | 5:15 | 25t | 5:15 | 19t | 5:00 | 23t | 4:45 | 26t | 5:15 | 22t | 5:45 | 23 |
| TSL Qhrs | 21 | 25t | 21 | 19t | 20 | 23t | 19 | 26t | 21 | 22t | 23 | 23 |
| KBZT-FM | | | | | | | | | | | | |
| AQH Share | 4.2 | 8 | 3.7 | 10t | 3.5 | 11 | 3.0 | 13 | 2.9 | 13 | 2.6 | 16t |
| AQH (00) | 80 | 8 | 66 | 10t | 64 | 11 | 55 | 13 | 54 | 13 | 49 | 17 |
| AQH Rating | 0.6 | 8 | 0.5 | 10t | 0.5 | 9t | 0.4 | 12t | 0.4 | 12t | 0.4 | 14t |
| Cume (00) | 1574 | 8 | 1383 | 12 | 1409 | 11t | 1366 | 12 | 1412 | 11 | 1391 | 13 |
| TSL Hours | 6:30 | 14 | 6:00 | 15 | 5:45 | 18t | 5:00 | 24t | 4:45 | 27t | 4:30 | 30t |
| TSL Qhrs | 26 | 14 | 24 | 15 | 23 | 18t | 20 | 24t | 19 | 27t | 18 | 30t |
| KXST-FM | | | | | | | | | | | | |
| AQH Share | 3.2 | 15t | 2.8 | 15t | 2.1 | 17 | 2.3 | 16t | 2.6 | 15t | 2.3 | 18 |
| AQH (00) | 61 | 15 | 50 | 15t | 38 | 17 | 43 | 16t | 48 | 16t | 44 | 18 |
| AQH Rating | 0.5 | 9t | 0.4 | 14t | 0.3 | 15t | 0.3 | 16t | 0.4 | 12t | 0.3 | 18t |
| Cume (00) | 1012 | 15 | 959 | 15 | 809 | 17 | 798 | 18 | 766 | 19 | 791 | 19 |
| TSL Hours | 7:30 | 7t | 6:30 | 11t | 6:00 | 16t | 6:45 | 11t | 7:45 | 6t | 7:00 | 13t |
| TSL Qhrs | 30 | 7t | 26 | 11t | 24 | 16t | 27 | 11t | 31 | 6t | 28 | 13t |

DAYPART: Mon-Sun 6a-Mid

MARKET POPULATION: 1,270,900

ARBITRENDS Trend Report

SAN DIEGO Metro

DEMOGRAPHIC: Persons 25-54

LIST BY RANK ON AQH SHARE

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|----------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KLQV-FM | | | | | | | | | | | | |
| AQH Share | 1.5 | 20t | 1.3 | 20t | 1.5 | 20 | 1.7 | 20 | 2.0 | 19 | 2.1 | 19 |
| AQH (00) | 29 | 20 | 23 | 20t | 27 | 20 | 31 | 20 | 38 | 19 | 41 | 19 |
| AQH Rating | 0.2 | 17t | 0.2 | 19t | 0.2 | 19t | 0.2 | 20t | 0.3 | 18t | 0.3 | 18t |
| Cume (00) | 526 | 21 | 527 | 21 | 570 | 20 | 617 | 19 | 643 | 20 | 672 | 20 |
| TSL Hours | 7:00 | 9t | 5:30 | 17t | 6:00 | 16t | 6:15 | 16t | 7:30 | 8t | 7:45 | 8t |
| TSL Qhrs | 28 | 9t | 22 | 17t | 24 | 16t | 25 | 16t | 30 | 8t | 31 | 8t |
| KFMB-AM | | | | | | | | | | | | |
| AQH Share | 1.6 | 18t | 1.8 | 18 | 1.7 | 19 | 1.6 | 21 | 1.5 | 21 | 1.7 | 20 |
| AQH (00) | 31 | 18 | 32 | 18 | 30 | 19 | 30 | 21 | 29 | 21 | 33 | 20 |
| AQH Rating | 0.2 | 17t | 0.3 | 17t | 0.2 | 19t | 0.2 | 20t | 0.2 | 21t | 0.3 | 18t |
| Cume (00) | 662 | 18 | 853 | 17 | 939 | 16 | 1095 | 16 | 928 | 18 | 930 | 18 |
| TSL Hours | 6:00 | 17t | 4:45 | 25t | 4:00 | 30 | 3:30 | 34t | 4:00 | 32t | 4:30 | 30t |
| TSL Qhrs | 24 | 17t | 19 | 25t | 16 | 30 | 14 | 34t | 16 | 32t | 18 | 30t |
| KFI-AM | | | | | | | | | | | | |
| AQH Share | 1.2 | 22 | 1.4 | 19 | 1.3 | 21 | 1.3 | 22t | 1.3 | 22 | 1.4 | 21 |
| AQH (00) | 23 | 22 | 26 | 19 | 24 | 21 | 25 | 22 | 24 | 22 | 27 | 21 |
| AQH Rating | 0.2 | 17t | 0.2 | 19t | 0.2 | 19t | 0.2 | 20t | 0.2 | 21t | 0.2 | 21t |
| Cume (00) | 610 | 20 | 640 | 19 | 601 | 19 | 592 | 20 | 536 | 21 | 535 | 23 |
| TSL Hours | 4:45 | 27t | 5:00 | 23t | 5:00 | 23t | 5:30 | 20t | 5:30 | 20t | 6:15 | 19t |
| TSL Qhrs | 19 | 27t | 20 | 23t | 20 | 23t | 22 | 20t | 22 | 20t | 25 | 19t |
| XHCR-FM | | | | | | | | | | | | |
| AQH Share | 1.6 | 18t | 1.3 | 20t | 1.1 | 22 | 1.3 | 22t | 1.1 | 24 | 1.1 | 22t |
| AQH (00) | 30 | 19 | 23 | 20t | 20 | 22 | 24 | 23 | 21 | 24 | 21 | 22t |
| AQH Rating | 0.2 | 17t | 0.2 | 19t | 0.2 | 19t | 0.2 | 20t | 0.2 | 21t | 0.2 | 21t |
| Cume (00) | 622 | 19 | 543 | 20 | 463 | 23 | 563 | 21 | 509 | 23 | 524 | 24 |
| TSL Hours | 6:00 | 17t | 5:15 | 19t | 5:30 | 20t | 5:15 | 22t | 5:00 | 25t | 5:00 | 25t |
| TSL Qhrs | 24 | 17t | 21 | 19t | 22 | 20t | 21 | 22t | 20 | 25t | 20 | 25t |
| XLTN-FM | | | | | | | | | | | | |
| AQH Share | 1.5 | 20t | 0.8 | 25t | 1.8 | 18 | 1.9 | 18 | 1.9 | 20 | 1.1 | 22t |
| AQH (00) | 28 | 21 | 15 | 25t | 32 | 18 | 35 | 18 | 35 | 20 | 21 | 22t |
| AQH Rating | 0.2 | 17t | 0.1 | 22t | 0.3 | 15t | 0.3 | 16t | 0.3 | 18t | 0.2 | 21t |
| Cume (00) | 507 | 22 | 420 | 22 | 522 | 21 | 541 | 22 | 494 | 24 | 395 | 25 |
| TSL Hours | 7:00 | 9t | 4:30 | 30 | 7:30 | 5t | 8:00 | 5t | 9:00 | 1 | 6:45 | 15t |
| TSL Qhrs | 28 | 9t | 18 | 30 | 30 | 5t | 32 | 5t | 36 | 1 | 27 | 15t |
| XHTY-FM | | | | | | | | | | | | |
| AQH Share | 0.7 | 24t | 0.7 | 28t | 0.9 | 23t | 1.0 | 24t | 1.2 | 23 | 1.1 | 22t |
| AQH (00) | 14 | 24t | 13 | 28t | 17 | 23t | 18 | 24t | 22 | 23 | 21 | 22t |
| AQH Rating | 0.1 | 24t | 0.1 | 22t | 0.1 | 23t | 0.1 | 24t | 0.2 | 21t | 0.2 | 21t |
| Cume (00) | 304 | 25 | 314 | 25 | 322 | 24 | 342 | 26 | 361 | 26 | 324 | 26t |
| TSL Hours | 5:45 | 20t | 5:15 | 19t | 6:45 | 10 | 6:45 | 11t | 7:45 | 6t | 8:00 | 6t |
| TSL Qhrs | 23 | 20t | 21 | 19t | 27 | 10 | 27 | 11t | 31 | 6t | 32 | 6t |
| KFSD-FM | | | | | | | | | | | | |
| AQH Share | 1.1 | 23 | 0.9 | 22t | 0.8 | 25t | 0.9 | 26t | 0.9 | 25 | 1.0 | 25t |
| AQH (00) | 21 | 23 | 16 | 23t | 14 | 26t | 16 | 28 | 16 | 25 | 20 | 25 |
| AQH Rating | 0.2 | 17t | 0.1 | 22t | 0.1 | 23t | 0.1 | 24t | 0.1 | 25t | 0.2 | 21t |
| Cume (00) | 279 | 26 | 312 | 26 | 283 | 26 | 361 | 25 | 392 | 25 | 547 | 22 |
| TSL Hours | 9:30 | 2 | 6:30 | 11t | 6:15 | 12t | 5:30 | 20t | 5:15 | 22t | 4:45 | 27t |
| TSL Qhrs | 38 | 2 | 26 | 11t | 25 | 12t | 22 | 20t | 21 | 22t | 19 | 27t |
| XMOR-FM | | | | | | | | | | | | |
| AQH Share | 0.7 | 24t | 0.9 | 22t | 0.8 | 25t | 0.9 | 26t | 0.8 | 26t | 1.0 | 25t |
| AQH (00) | 13 | 26 | 16 | 23t | 14 | 26t | 17 | 26t | 15 | 26t | 19 | 26 |
| AQH Rating | 0.1 | 24t | 0.1 | 22t | 0.1 | 23t | 0.1 | 24t | 0.1 | 25t | 0.1 | 26t |
| Cume (00) | 193 | 30 | 253 | 28 | 276 | 27 | 305 | 27 | 259 | 29 | 295 | 28 |
| TSL Hours | 8:45 | 3t | 8:00 | 2t | 6:15 | 12t | 6:45 | 11t | 7:15 | 11 | 8:15 | 5 |
| TSL Qhrs | 35 | 3t | 32 | 2t | 25 | 12t | 27 | 11t | 29 | 11 | 33 | 5 |
| KNX-AM | | | | | | | | | | | | |
| AQH Share | 0.6 | 27t | 0.9 | 22t | 0.8 | 25t | 0.9 | 26t | 0.8 | 26t | 0.9 | 27t |
| AQH (00) | 12 | 27 | 17 | 22 | 15 | 25 | 17 | 26t | 15 | 26t | 18 | 27 |
| AQH Rating | 0.1 | 24t | 0.1 | 22t | 0.1 | 23t | 0.1 | 24t | 0.1 | 25t | 0.1 | 26t |
| Cume (00) | 316 | 24 | 416 | 23 | 495 | 22 | 526 | 23 | 527 | 22 | 554 | 21 |
| TSL Hours | 4:45 | 27t | 5:00 | 23t | 3:45 | 31t | 4:00 | 32t | 3:30 | 34t | 4:00 | 35 |
| TSL Qhrs | 19 | 27t | 20 | 23t | 15 | 31t | 16 | 32t | 14 | 34t | 16 | 35 |

ARBITRENDS Trend Report

SAN DIEGO Metro
DEMOGRAPHIC: Persons 25-54
LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
MARKET POPULATION: 1,270,900

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|-------------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KCBQ-AM | | | | | | | | | | | | |
| AQH Share | 0.7 | 24t | 0.8 | 25t | 0.7 | 28t | 0.5 | 30t | 0.7 | 30 | 0.9 | 27t |
| AQH (00) | 14 | 24t | 15 | 25t | 12 | 28t | 10 | 30t | 14 | 30 | 17 | 28 |
| AQH Rating | 0.1 | 24t | 0.1 | 22t | 0.1 | 23t | 0.1 | 24t | 0.1 | 25t | 0.1 | 26t |
| Cume (00) | 239 | 28 | 302 | 27 | 297 | 25 | 263 | 29 | 258 | 30 | 286 | 29 |
| TSL Hours | 7:30 | 7t | 6:30 | 11t | 5:00 | 23t | 4:45 | 26t | 7:00 | 12 | 7:30 | 10t |
| TSL Qhrs | 30 | 7t | 26 | 11t | 20 | 23t | 19 | 26t | 28 | 12 | 30 | 10t |
| KPRZ-AM | | | | | | | | | | | | |
| AQH Share | 0.6 | 27t | 0.7 | 28t | 0.5 | 30 | 0.6 | 29 | 0.8 | 26t | 0.8 | 29 |
| AQH (00) | 11 | 28 | 13 | 28t | 9 | 30 | 12 | 29 | 15 | 26t | 16 | 29 |
| AQH Rating | 0.1 | 24t | 0.1 | 22t | 0.1 | 23t | 0.1 | 24t | 0.1 | 25t | 0.1 | 26t |
| Cume (00) | 350 | 23 | 349 | 24 | 204 | 30 | 223 | 31 | 294 | 27 | 324 | 26t |
| TSL Hours | 4:00 | 32 | 4:45 | 25t | 5:45 | 18t | 6:30 | 14t | 6:30 | 15t | 6:15 | 19t |
| TSL Qhrs | 16 | 32 | 19 | 25t | 23 | 18t | 26 | 14t | 26 | 15t | 25 | 19t |
| KURS-AM | | | | | | | | | | | | |
| AQH Share | 0.5 | 29 | 0.8 | 25t | 0.9 | 23t | 1.0 | 24t | 0.8 | 26t | 0.7 | 30 |
| AQH (00) | 9 | 29 | 14 | 27 | 17 | 23t | 18 | 24t | 15 | 26t | 14 | 30 |
| AQH Rating | 0.1 | 24t | 0.1 | 22t | 0.1 | 23t | 0.1 | 24t | 0.1 | 25t | 0.1 | 26t |
| Cume (00) | 171 | 31 | 217 | 30 | 213 | 29 | 249 | 30 | 228 | 31 | 233 | 31 |
| TSL Hours | 6:45 | 13 | 8:00 | 2t | 10:00 | 1 | 9:00 | 2 | 8:00 | 5 | 7:30 | 10t |
| TSL Qhrs | 27 | 13 | 32 | 2t | 40 | 1 | 36 | 2 | 32 | 5 | 30 | 10t |
| XKAM-AM # | | | | | | | | | | | | |
| AQH Share | ** | | ** | | 0.7 | 28t | 0.5 | 30t | ** | | 0.5 | 31 |
| AQH (00) | ** | | ** | | 12 | 28t | 10 | 30t | ** | | 9 | 31 |
| AQH Rating | ** | | ** | | 0.1 | 23t | 0.1 | 24t | ** | | 0.1 | 26t |
| Cume (00) | ** | | ** | | 156 | 31 | 123 | 33 | ** | | 97 | 35 |
| TSL Hours | ** | | ** | | 8:30 | 3 | 8:45 | 3 | ** | | 10:45 | 1 |
| TSL Qhrs | ** | | ** | | 34 | 3 | 35 | 3 | ** | | 43 | 1 |
| KSDO-AM | | | | | | | | | | | | |
| AQH Share | 0.3 | 31 | 0.3 | 30 | 0.4 | 31 | 0.5 | 30t | 0.5 | 31 | 0.4 | 32t |
| AQH (00) | 6 | 31 | 5 | 30 | .8 | 31 | 9 | 32 | 10 | 31 | 7 | 33 |
| AQH Rating | | | | | 0.1 | 23t | 0.1 | 24t | 0.1 | 25t | 0.1 | 26t |
| Cume (00) | 263 | 27 | 245 | 29 | 267 | 28 | 273 | 28 | 291 | 28 | 243 | 30 |
| TSL Hours | 3:00 | 33 | 2:45 | 33 | 3:45 | 31t | 4:00 | 32t | 4:15 | 30t | 3:30 | 37 |
| TSL Qhrs | 12 | 33 | 11 | 33 | 15 | 31t | 16 | 32t | 17 | 30t | 14 | 37 |
| XTIM-FM | | | | | | | | | | | | |
| AQH Share | ** | | ** | | ** | | 0.4 | 33 | 0.3 | 32t | 0.4 | 32t |
| AQH (00) | ** | | ** | | ** | | 7 | 33 | 6 | 32t | 8 | 32 |
| AQH Rating | ** | | ** | | ** | | 0.1 | 24t | 0.1 | 25t | 0.1 | 26t |
| Cume (00) | ** | | ** | | ** | | 115 | 34 | 136 | 33 | 123 | 33 |
| TSL Hours | ** | | ** | | ** | | 7:30 | 7t | 6:00 | 18t | 8:00 | 6t |
| TSL Qhrs | ** | | ** | | ** | | 30 | 7t | 24 | 18t | 32 | 6t |
| KRTH-FM | | | | | | | | | | | | |
| AQH Share | ** | | ** | | ** | | 0.2 | 34t | 0.3 | 32t | 0.3 | 34 |
| AQH (00) | ** | | ** | | ** | | 4 | 34 | 6 | 32t | 5 | 34 |
| AQH Rating | ** | | ** | | ** | | | | | | | |
| Cume (00) | ** | | ** | | ** | | 165 | 32 | 204 | 32 | 175 | 32 |
| TSL Hours | ** | | ** | | ** | | 3:30 | 34t | 3:30 | 34t | 3:45 | 36 |
| TSL Qhrs | ** | | ** | | ** | | 14 | 34t | 14 | 34t | 15 | 36 |
| KPOP-AM | | | | | | | | | | | | |
| AQH Share | 0.4 | 30 | 0.2 | 31t | 0.2 | 32 | 0.2 | 34t | 0.2 | 34t | 0.2 | 35t |
| AQH (00) | 7 | 30 | 4 | 31 | 3 | 32 | 3 | 35t | 4 | 34 | 4 | 35 |
| AQH Rating | 0.1 | 24t | | | | | | | | | | |
| Cume (00) | 209 | 29 | 159 | 31 | 99 | 32 | 90 | 35 | 119 | 34 | 118 | 34 |
| TSL Hours | 4:15 | 30t | 3:00 | 32 | 3:45 | 31t | 3:30 | 34t | 4:30 | 29 | 4:30 | 30t |
| TSL Qhrs | 17 | 30t | 12 | 32 | 15 | 31t | 14 | 34t | 18 | 29 | 18 | 30t |
| XBAC-AM +@ | | | | | | | | | | | | |
| AQH Share | 0.2 | 32t | 0.2 | 31t | 0.1 | 33t | 0.2 | 34t | 0.2 | 34t | 0.2 | 35t |
| AQH (00) | 3 | 32t | 3 | 32t | 2 | 33t | 3 | 35t | 3 | 35 | 3 | 36 |
| AQH Rating | | | | | | | | | | | | |
| Cume (00) | 60 | 33 | 67 | 33 | 56 | 34 | 74 | 37 | 87 | 35 | 91 | 36 |
| TSL Hours | 5:45 | 20t | 5:45 | 16 | 4:30 | 28t | 4:30 | 30t | 4:00 | 32t | 4:45 | 27t |
| TSL Qhrs | 23 | 20t | 23 | 16 | 18 | 28t | 18 | 30t | 16 | 32t | 19 | 27t |

ARBITRENDS Trend Report

SAN DIEGO Metro
 DEMOGRAPHIC: Persons 25-54
 LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
 MARKET POPULATION: 1,270,900

| | Summer 2001 | | Aug-Sep-Oct 2001 | | Sep-Oct-Nov 2001 | | Fall 2001 | | Nov-Dec-Jan 2002 | | Dec-Jan-Feb 2002 | |
|---------------------|-------------|-----|------------------|-----|------------------|-----|-----------|-----|------------------|-----|------------------|-----|
| | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk | Est | Rnk |
| KFSD-AM | | | | | | | | | | | | |
| AQH Share | 0.2 | 32t | 0.2 | 31t | 0.1 | 33t | 0.1 | 37 | 0.1 | 36 | 0.1 | 37 |
| AQH (00) | 3 | 32t | 3 | 32t | 2 | 33t | 2 | 37 | 1 | 36 | 1 | 37 |
| AQH Rating | | | | | | | | | | | | |
| Cume (00) | 91 | 32 | 94 | 32 | 82 | 33 | 82 | 36 | 49 | 36 | 38 | 37 |
| TSL Hours | 4:30 | 29 | 3:30 | 31 | 2:45 | 34 | 2:45 | 37 | 3:30 | 34t | 4:30 | 30t |
| TSL Qhrs | 18 | 29 | 14 | 31 | 11 | 34 | 11 | 37 | 14 | 34t | 18 | 30t |
| KGBB-FM +@ | | | | | | | | | | | | |
| AQH Share | | | | | | | | | | | | |
| AQH (00) | | | | | | | | | | | | |
| AQH Rating | | | | | | | | | | | | |
| Cume (00) | 5 | 34 | 37 | 34 | 31 | 35 | 36 | 38 | 6 | 37 | 7 | 38 |
| TSL Hours | 0:45 | 34 | 1:15 | 34 | 1:30 | 35 | 1:30 | 38 | 0:45 | 37 | 0:45 | 38 |
| TSL Qhrs | 3 | 34 | 5 | 34 | 6 | 35 | 6 | 38 | 3 | 37 | 3 | 38 |
| Market Total | | | | | | | | | | | | |
| AQH Share | 100 | | 100 | | 100 | | 100 | | 100 | | 100 | |
| AQH (00) | 1899 | | 1799 | | 1811 | | 1852 | | 1881 | | 1918 | |
| AQH Rating | | | | | | | | | | | | |
| Cume (00) | 14.5 | | 14.1 | | 14.2 | | 14.5 | | 14.8 | | 15.1 | |
| TSL Hours | 12548 | | 12149 | | 12208 | | 12234 | | 12181 | | 12192 | |
| TSL Qhrs | 19:00 | | 18:45 | | 18:45 | | 19:00 | | 19:30 | | 19:45 | |
| | 76 | | 75 | | 75 | | 76 | | 78 | | 79 | |

Audience estimates adjusted for actual broadcast schedule:

XKAM-AM Mon-Sun 6a-Mid in Sep-Oct-Nov 2001.

XKAM-AM Mon-Sun 6a-Mid in Fall 2001.

XKAM-AM Mon-Sun 6a-Mid in Dec-Jan-Feb 2002.

** Station(s) not reported this survey:

KMYI-FM, XKAM-AM, XTIM-FM, KRTH-FM in Summer 2001. KMYI-FM, XKAM-AM, XTIM-FM, KRTH-FM in Aug-Sep-Oct 2001. KMYI-FM, XTIM-FM, KRTH-FM in Sep-Oct-Nov 2001. XKAM-AM in Nov-Dec-Jan 2002.

@ Simulcasting Partners. See Page 5 or 13 of the applicable Radio Market Report:

KGB-FM with KGBB-FM in Summer 2001. KJAZ-AM with XJAZ-AM in Summer 2001. KGB-FM with KGBB-FM in Aug-Sep-Oct 2001. KGB-FM with KGBB-FM in Sep-Oct-Nov 2001. KGB-FM with KGBB-FM in Fall 2001. KGB-FM with KGBB-FM in Nov-Dec-Jan 2002. KGB-FM with KGBB-FM in Dec-Jan-Feb 2002.

+ Call letter changes:

KGBB-FM changed from KFXM-FM during or prior to Summer 2001. KGBB-FM changed from KFXM-FM during or prior to Aug-Sep-Oct 2001. KOCL-FM changed from KJQY-FM during or prior to Nov-Dec-Jan 2002. KMYI-FM changed from KMSX-FM during or prior to Nov-Dec-Jan 2002. KOCL-FM changed from KJQY-FM during or prior to Dec-Jan-Feb 2002. XBAC-AM changed from XJAZ-AM during or prior to Dec-Jan-Feb 2002. KMYI-FM changed from KMSX-FM during or prior to Dec-Jan-Feb 2002.

The estimates provided by Arbitrend are derived from the diaries that provide the data in the Local Market Reports and are subject to the limitations stated in those reports. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. Arbitrend is not part of The Arbitron Company's regular syndicated service and is not accredited by the Media Rating Council (MRC).